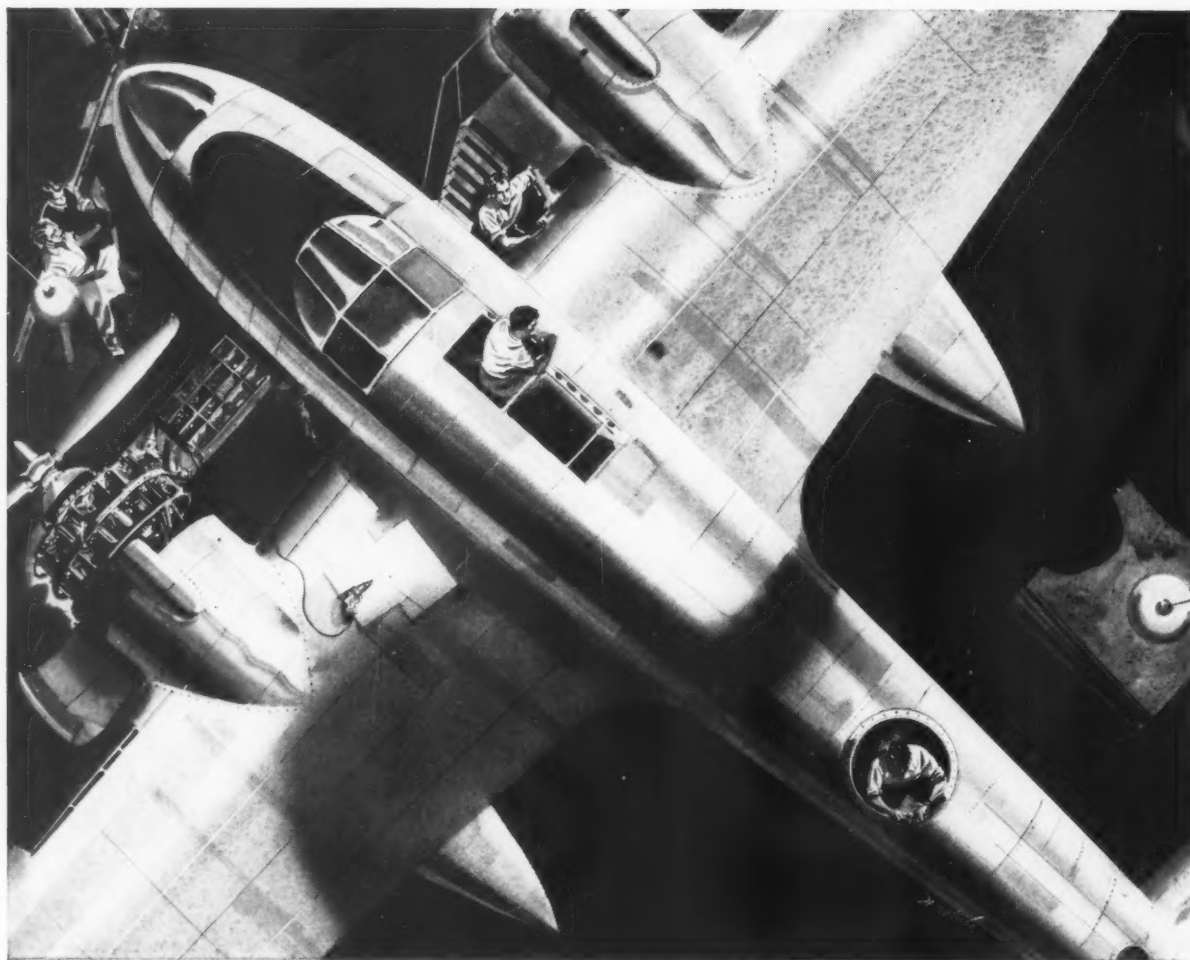


MODERN PACKAGING



DECEMBER 1941



The tin can enlists for the duration

How Changes in America's Most Widely Used Containers Are Aiding National Defense.

YES, the tin can has "joined up." In fact, some of these containers will soon be appearing in new "uniforms."

The reason is this: Tin is one of America's most vital defense materials. To conserve this country's essential reserve supply of tin, the research scientists of the can makers' industry have developed and perfected changes in tin containers that will effect tremendous savings in this vital defense metal.

Take the coffee can, for instance. The vacuum-packed coffee can will soon

look slightly different. Its top and bottom are now being made of an enameled steel rather than the tin-plated steel formerly used. This change enables us to make a considerable saving of the tin normally used for coffee cans without sacrificing their ability to guard the freshness and flavor of your coffee.

Food cans, paint cans, oil cans

Practically every other tin container also has undergone changes, each according to its use and contents. An 80 per cent lead coating, instead of the usual lead and tin coating, is being used on cans for such things as paint, oil, gasoline.

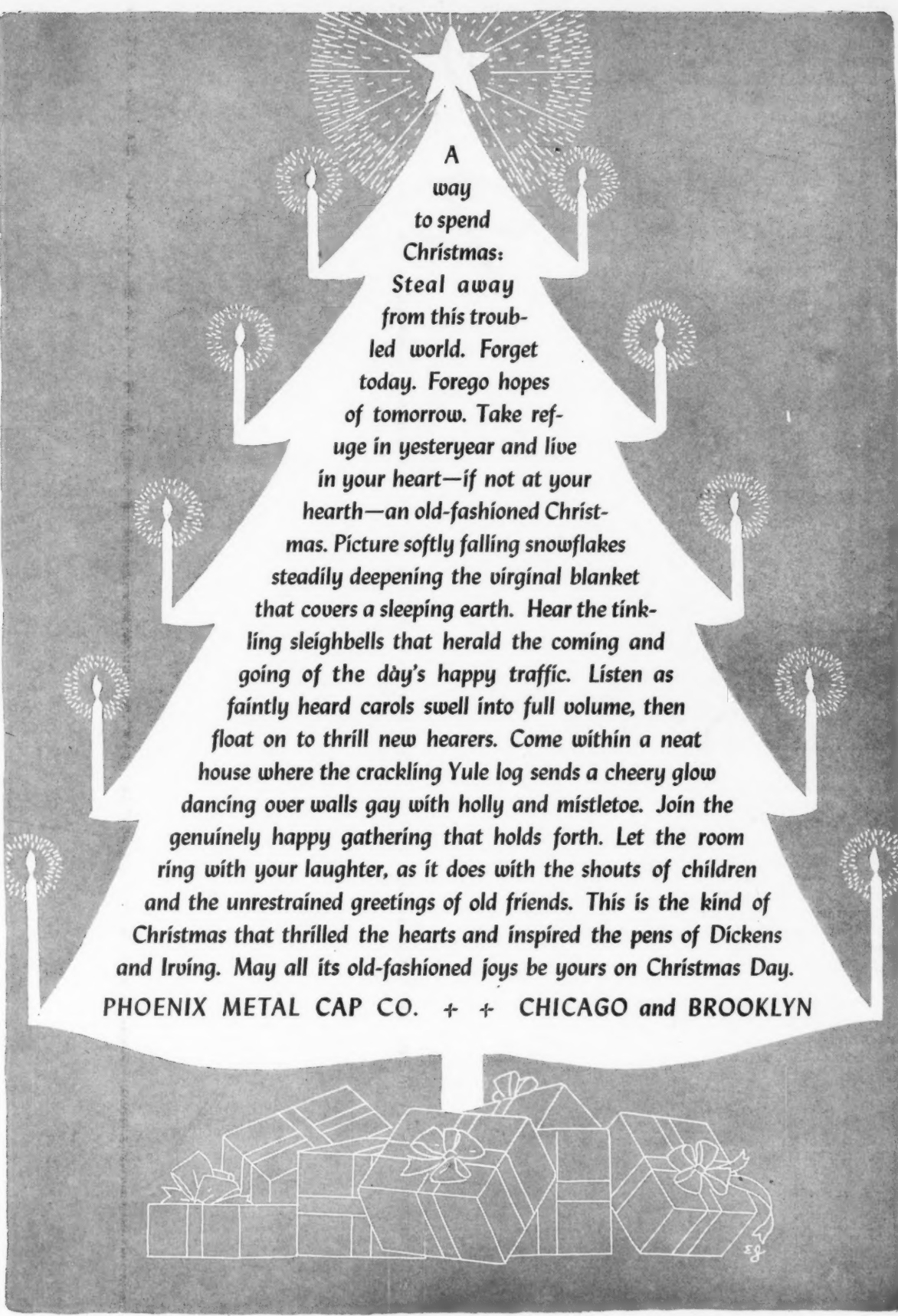
On food cans, the tin coating has been reduced 10 per cent. Today's better, higher-grade steels make this possible.

(Note: The tin coating on food cans prevents rust on the outside and enables the side seam of the can to be soldered at high speed. It has never had anything to do with the wholesomeness of the food in the can.)

And through these changes you will be proud to know the can makers of America are conserving millions of pounds of tin a year.

And this tin—which has been saved—is now going straight to industries which are turning out the ships and planes and guns that will defend America! This is just a beginning. As rapidly as our laboratories can perfect new changes, new tons of tin will be diverted to defense.

AMERICAN CAN COMPANY
230 Park Avenue, New York, N. Y.



A
way
to spend
Christmas:
Steal away
from this troub-
led world. Forget
today. Forego hopes
of tomorrow. Take ref-
uge in yesteryear and live
in your heart—if not at your
hearth—an old-fashioned Christ-
mas. Picture softly falling snowflakes
steadily deepening the virginal blanket
that covers a sleeping earth. Hear the tink-
ling sleighbells that herald the coming and
going of the day's happy traffic. Listen as
faintly heard carols swell into full volume, then
float on to thrill new hearers. Come within a neat
house where the crackling Yule log sends a cheery glow
dancing over walls gay with holly and mistletoe. Join the
genuinely happy gathering that holds forth. Let the room
ring with your laughter, as it does with the shouts of children
and the unrestrained greetings of old friends. This is the kind of
Christmas that thrilled the hearts and inspired the pens of Dickens
and Irving. May all its old-fashioned joys be yours on Christmas Day.

PHOENIX METAL CAP CO. + + CHICAGO and BROOKLYN



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Modern Packaging

DECEMBER 1941

VOLUME 15 NUMBER 4



At Christmas time, packages are symbols of joy and happiness and love. This year it is especially needful that these holiday packages must help mankind to turn aside, however briefly, from thoughts of destruction. Good will must have its place in human hearts lest the world go mad with hate. If we who are concerned with packaging perform faithfully our accustomed tasks, we shall foster that spirit of good will and we shall help to keep alive the better sentiments of humanity. This is our Christmas message.

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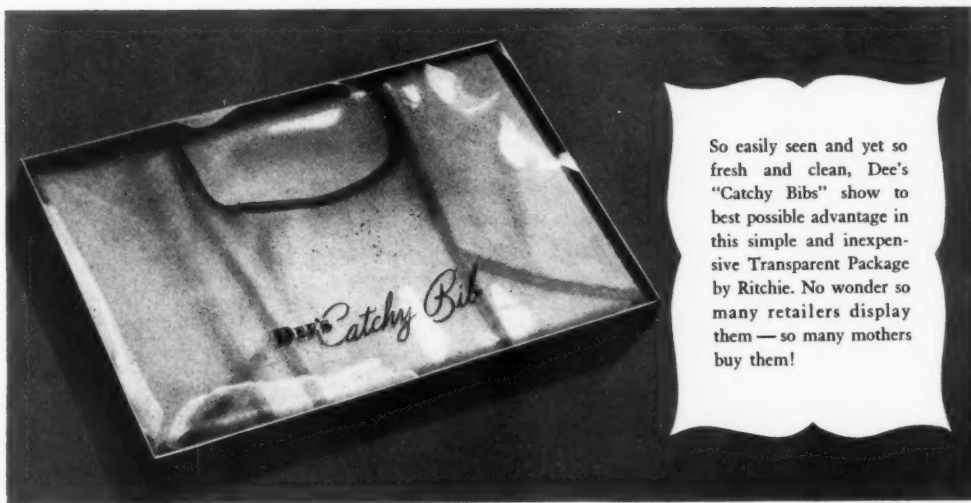
VITAMIN "SEE"

PUTS SELLING PEP IN YOUR PACKAGE!

A package with Vitamin "See" goes out and does a selling job. A package with Vitamin "See" gets more retailers to display your product because retailers know customers will stop, look and buy. More people see and know your *product* (not just your package) because your product can be inspected and handled without danger of soilage.

Why not let Ritchie show you how economically your package can have this vital sales factor? First of the major boxmakers to offer Transparent Packaging, Ritchie is now making Transparent Packages for a wide variety of products. Samples, prices and the services of our design department are yours for the asking.

*Vitamin "See"—product visibility through Transparent Packaging



So easily seen and yet so fresh and clean, Dee's "Catchy Bibs" show to best possible advantage in this simple and inexpensive Transparent Package by Ritchie. No wonder so many retailers display them — so many mothers buy them!



W. C. Ritchie
AND COMPANY
8842 BALTIMORE AVENUE · CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

DENVER

MIAMI

DECEMBER • 1941

3



★ ★ another good
thought passed on
by



"The World's Model Paper Mill"

Food Protection Papers

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT ★ KALAMAZOO ★ MICHIGAN ★ U. S. A.

**FOR MOISTURE-RESISTANCE
AND PACKAGING ECONOMY**

Use



PLIOLITE

PAPER COATINGS

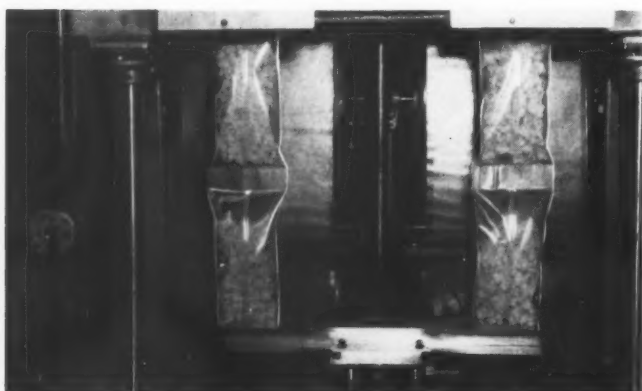
PROOF ON FOLLOWING PAGE

SAVE MONEY WITH **PLIOLITE**

**SEAL IN FRESHNESS BY PREVENTING
MOISTURE ABSORPTION OR EVAPORATION**



See for yourself . . . These dishes were filled with water, sealed and left at room temperature for 2½ months. At the end of that time the uncoated paper had allowed all of the water (1500 grams) to escape. The Pliolite-coated paper, however, allowed only 15% of the water to escape, retaining in the dish 85% of the original amount—proof of Pliolite's great superiority in preventing moisture transfer.



Above you see how Pliolite-coated papers are handled in automatic bag making and packaging machinery.

Moisture-absorbing products can now be packaged in Pliolite-coated paper bags with factory freshness assured at the point of sale. Through the use of automatic heat-sealing equipment the bags can be made separately, or the bags made and the products packaged in a single process—thereby providing double economy.

Glassine and kraft papers are obtainable from paper manufacturers for this purpose. The heat seal of Pliolite-coated papers is frequently stronger than the paper itself. Pliolite-coated papers have the high gloss and transparency, the firm hard feel which help to add sales appeal to your product. For full details, write Pliolite Development & Sales Division, Goodyear, Akron, Ohio.

THE GREATEST NAME IN RUBBER

GOOD YEAR

COATED WITH PLIOLITE

UNCOATED



THERE'S NO

PRIORITY

on Gray Matter



ALTHOUGH the capacity of H & D's 25 mills and factories is on an "all out" production schedule, the Hinde & Dauch Package Laboratory has a vast supply of "gray matter" available *for your immediate use*. The large backlog of practical experience built up by H & D Package Engineers is mobilized *now* to work out a solution for your packaging problems.

Hundreds of products—from glassware to gas-masks, from foods to fuses—are among the items being delivered under the protection of H & D engineered corrugated boxes. New packages—enabling old customers to place still further emphasis upon economy, enabling new customers to prepare for the future—are being designed daily in the Package Laboratory.

The services of the Package Laboratory are available *now* to any manufacturer. Those using the present, to prepare for the future, will find H & D Package Engineers ready to study both product and potential market—and design a package for a competitive "head-start" when marketing lights again turn green. Those concerned with today's packaging problems will find here, competent recommendations for package simplification.

We welcome the opportunity to design your new packages, to help you with *tomorrow's* marketing problems. Your inquiry will receive immediate attention. You will be under no obligation.



Practical designers versed in all phases of corrugated package engineering comprise the personnel of the H & D Package Laboratory. Their services are available *now* to help you gain a head start on tomorrow's merchandising race.

HINDE & DAUCH

Authority on Packaging

4114 DECATUR STREET, SANDUSKY, OHIO

FACTORIES in Baltimore • Boston • Buffalo • Chicago • Cleveland • Detroit
Gloucester, N. J. • Hoboken • Kansas City, Kans. • Lenoir, N. C. • Montreal
Muncie, Ind. • Richmond, Va. • St. Louis • Sandusky, O. • Toronto

DECEMBER • 1941 5



Now mother's helpers really help

When Mother sends her little helpers to the refrigerator or pantry for canned goods she knows that the contents of any modern can are wholesome, tasty, good for her entire family.

She knows this—but she is inevitably influenced when shopping by the appearance of the container. If the tin plate's bright, lustrous, has plenty of sparkle, it will catch her eye sooner, flash a message of quality within.

Made by Bethlehem Steel Company, BethColite is thoroughly modern tin plate,

provides maximum shelf appeal plus maximum protection to its contents. This extra protection is the result of its greater ductility and uniformity of gage, temper and tin coating. These are the factors that assure safer deep drawing, easier forming, and tighter, hermetical seams.

BethColite is adaptable to many products—food, tobacco, cosmetics—even to the cap on milk bottles as in the picture above. Your container maker can supply you with cans and jar and bottle caps made of BethColite.

Bethcolite

COLD-REDUCED TIN PLATE MADE BY

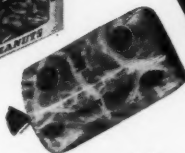




New way to tell a FISH story

NOTHING dries out faster or loses its taste quicker than smoked fish. But once heat-sealed in a PLIOFILM wrap, these delicacies retain their piquancy. For this moisture-proof transparent wrapping material keeps the natural fish-oil content from evaporating. The fish are tangy, tasty to eat. And no odor can escape. Result: a big increase in sales.

PLIOFILM has proved the answer to many other packaging problems involving moisture absorption or evaporation. Why not find out what it can do for you? Write: Pliofilm Sales Department, Goodyear, Akron, Ohio.



Durable, adaptable, salable . . . The only transparent wrap that's water-moisture-vapor-proof. No wonder PLIOFILM is used on such a variety of products.

Pliofilm — T.M. The Goodyear Tire & Rubber Company

THINGS ARE BETTER SEALED IN

Pliofilm
made only by
GOOD YEAR



INSIDE NEWS

DECEMBER

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1941

National Can Corp. Research Department Tin Plate Inspection!

In line with the constant effort to produce a better can, tin plate, the main raw material, is the subject of constant testing and study. The combination of tin plated steel is of course suggested by the name tin plate; steel for strength and tin for protection. However, though the only part presented to visual examination is the bright, lustrous tin coating, the physical and chemical properties of the cold reduced steel base are of great importance both from a fabrication and usage standpoint. While the mills producing tin plate maintain large staffs of technicians for the sole purpose of producing the best possible product, it has also been found advantageous for the can manufacturer to carry on separate investigations to cover their own specialized conditions of use.



The gauge, or thickness of the plate is of great importance, and is therefore under constant check. In the can laboratory and shop, the instrument used is the hand micrometer pictured.



The degree of hardness to which the steel has been tempered plays an important part in the fabrication and performance of the can. The above machine is used to test this quality.

This is a result of the fact that steel is a most versatile material, and its physical characteristics can be changed in many ways to meet the varied demands of can making.

For instance, the most desirable qualities for sanitary can ends are not the most satisfactory for either can bodies or deep drawing general line stock. Therefore, for each individual use a different combination of qualities is sought.

The photographs below, show a few of the various testing methods used to analyze these characteristics. (34) RESEARCH IS ORGANIZED THINKING.



The amount of distortion which a particular sample of steel can undergo before fracture is of major importance in deep drawing operations. The operator is using one of the specialized machines which examine this characteristic.

Aluminum from Clay

A newly discovered process for the economical manufacture of aluminum from clay instead of bauxite has been announced. This important new discovery was revealed in a paper read before the 34th annual meeting of American Institute of Chemical Engineers. It is believed that the process may hold the key to the United States independence of foreign sources of bauxite. There is said to be only a limited supply of bauxite in this country at the new defense rate of consumption.

The process consists of digesting selected high-silica clays with hydrochloric acid and decomposing the resultant product to get hydrochloric acid and aluminum oxide or alumina. The aluminum metal is then produced electrolytically in the conventional manner. (35)

Cod Liver Oil at Lofoten

An interesting sidelight on the British occupation of the Lofoten Island off Norway is that this primary center of cod fishing was just beginning the year's production of cod liver oil. Destruction of these plants prevented the cod liver oil from being used in the manufacture of glycerin, used in the manufacture of explosives. (36)

Drying Oil Properties Given to Isano Oil

The use of Isano oil in paints and other protective coatings is suggested by a new British patent. According to the technical literature, Isano oil is a rather viscous, pale yellow oil, obtained from the kernel of *Ongokea Klaineana*, a tree found wild in tropical Africa. The literature also states that the oil as extracted from the kernel shows no drying properties, even after the addition of large amounts of drier. When heat treated, it is said, a pronounced exothermic reaction takes place, making the temperature difficult to control, and generally producing either a gelatinous product or considerable decomposition.

The new patent, however, claims a method of controlling the highly exothermic action, and the conversion of the oil into a suitable media for paints and impregnating compositions. It is declared that the oil may be heated to about 280°C. without danger of its becoming uncontrollable if it is first mixed with one or more of the ingredients of paints and varnishes, such as another oil, resin, wax or high-boiling solvent or diluent.

Upon heating Isano oil with linseed oil, it is pointed out in example, a material superior in drying properties to linseed stand oil is produced. It is also claimed that the mixture of Isano oil with semi-drying oils, and even certain non-drying oils can be made

(Advertisement)

BY NATIONAL CAN



DECEMBER

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1941

to produce film-forming compositions; and that resins, waxes, and hydrocarbons also are improved by mixture with the oil and heat treatment.

Another means of using the oil described in the patent, is by applying a mixture of the raw oils and then baking the film. In this manner sheet metal may be coated with a mixture of lsano oil and linseed oil and then heat treated in a muffle furnace to produce a coating said to be very hard, and noteworthy in its resistance to acids, and alkalis.

The oil may also be treated, it is said, by heating it in combination with a high boiling solvent, and subsequently distilling off the solvent at reduced pressure. The separation of lsano oil into several fractions by selective solvent methods is also possible, it is claimed. The fractions may then be treated to yield materials exhibiting particular properties. (37)

U.S. to Increase Foodstuffs Production

A three-year plan for increasing foodstuffs production in unoccupied China for military and civilian requirements has been announced, according to the Department of Commerce. The goal for 1941 has been set at 1,743,500 tons in excess of last year.

The Ministry of Agriculture is encouraging increased food production through the grant of loans to various provinces and by providing the services of technical staffs. A special effort is being made to popularize new seeds and farming methods. (38)

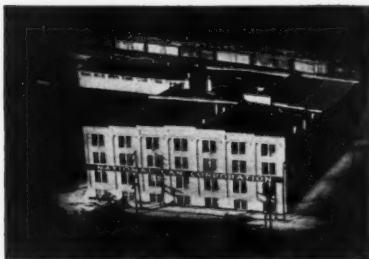
Improvements in Fruit Juice Process

A western university laboratory has announced improvements in the process for canning apple juice which retains practically all the fresh flavor and aroma. The first step in the process is the removal of all air from the juice. It is then pasteurized and canned in enameled lined cans, for which a special enamel is used. Several apple juice canneries are making use of the process, or modifications of it, this season.

A new richly flavored prune concentrate has also been perfected by this laboratory. In the past dried prunes have been extracted with water and the water extract then concentrated by boiling to a syrup. The new process consists of extracting the prunes in successive lots with hot water. As the extract progresses from one batch to the next it becomes a heavy syrup with the prune flavor and aroma intact. (39)

Cuban Peppers

Plans are being made in Cuba for canning a tentative minimum of 50,000 cases of peppers during the coming season. This venture should not immediately affect the export of fresh peppers, regardless of what results it may have in later years. (40)



Hamilton, Ohio plant of The National Can Corporation

Technical Topics

BENZYL BENZOATE pharmaceutical preparations are being advertised in England for use in the treatment of scabies. Abnormal living conditions resulting from the war are declared to have increased the incidence of scabies. (41)

NITROGEN TETROXIDE is being produced in experimental quantities in Britain. It is suggested as a vapor phase nitrating agent, particularly for the production of nitrates and nitro compounds in the fine chemical and pharmaceutical fields. The tetroxide has a boiling point of 21.3°C., and is offered in a purity of 95 percent, minimum. (42)

COPPER SULPHATE and sodium carbonate mixtures are being suggested in Britain for the effective reproofing of sandbags. It is declared that application of the mixture by a simple process makes them last eight times as long as when not treated. (43)

SOAP CONTAINERS were recently standardized as to size in the British Isles. Under the new set-up a seven-pound tin, a 28-pound pail for soft soap, and a 5-gallon minimum drum for liquid toilet soap were made standard. (44)

100% AMERICAN PIPES will soon be dipping into tobacco tins. Replacing roots no

longer available from France and Italy, pipe manufacturers are using laurel roots which weigh from a few pounds to 800 pounds, from the mountains of western North Carolina. (45)

PETROLEUM RESIDUES suitable for the manufacture of refined petrolatum and dark wax materials are now being offered by a prominent American producer. The newly available material is declared to have a melting point between 110 and 140 degrees Fahrenheit. (46)

SILICOSUPERPHOSPHATE is to be produced in New Zealand for use in fertilizer compositions. The new fertilizer is claimed to have a lower moisture content than ordinary superphosphate. It will also contain serpentine, a silicate mineral found in commercial quantities in New Zealand. (47)

A LIQUID FUEL is to be manufactured from saw mill waste in a new plant being erected in Switzerland. The fuel is to be marketed under the name of "Alketone" and will consist of a mixture of crude wood alcohol and acetone. (48)

AGARS suitable for use in bacteriological procedures and in pharmaceutical operations are obtainable from various species of seaweed growing in the waters around the British Isles according to preliminary investigations. Further observations are being made to ascertain the particular parts of the coast on which supplies of suitable seaweeds grow, and modern methods for the production of Agar in quantity. (49)

PENICILLIN, the bactericidal agent occurring in species of *Penicillium* molds is so effective against certain types of pathogenic bacteria that it will prevent their growth when present in the concentration of only one part in a million, it is declared in recent British medical literature. It is also pointed out that the toxicity of penicillin is low, and that its efficiency is not reduced by the presence of pus, serum, or decomposition products of body proteins. (50)

DIPHENYL impregnated wrappers have been found valuable for the prevention of decay in oranges in transit, according to investigations carried on by the Hebrew Institute, Jerusalem. The report covers the preliminary use of such wrappers during the last five years. It is also stated that physiological tests have shown that diphenyl is completely harmless in quantities several times those to which workers are exposed in the manufacture or use of impregnated papers. (51)

For further information on any of these articles write to National Can Corp., 110 E. 42nd Street, New York City.

(Advertisement)

**WE'RE WORKING
...for your future**

December 6th issue of
COLLIER'S will carry
this advertisement in-
to 2,881,506 homes.

Collier's
FIVE CENTS



THREE CHEERS
for the New Duraglas Syrup Package



Is the syrup package you've wanted? You cheer the ease with which it pours syrup on golden waffles... cheer its spout and spoon measuring of tablespoons of syrup for baby's formula and cooking. You're grateful that it handles sticky fingers, resists spills and reminds you when it's needed. Knowing it saves your convenience, you cheer cheers for it too. And finding this Duraglas container a good soldier—first at marching through production lines—three more cheers rise from all the famous food-packer wineries adopted it. Owens Illinois Glass Company, Toledo, Ohio.

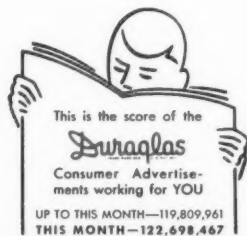


OWENS-ILLINOIS GLASS

Building a solid background of consumer appreciation for the merits of Duraglas-packed products—

Building assurance for you that you can expect Duraglas containers to keep boosting normal sales by *impulse* buying—

Duraglas advertising in consumer magazines is laying this foundation for a bright future. For Mrs. America is showing, by constantly increased purchases of merchandise in Duraglas containers, that she recognizes the new convenience and economy of buying by SIGHT.



This is the score of the

Duraglas

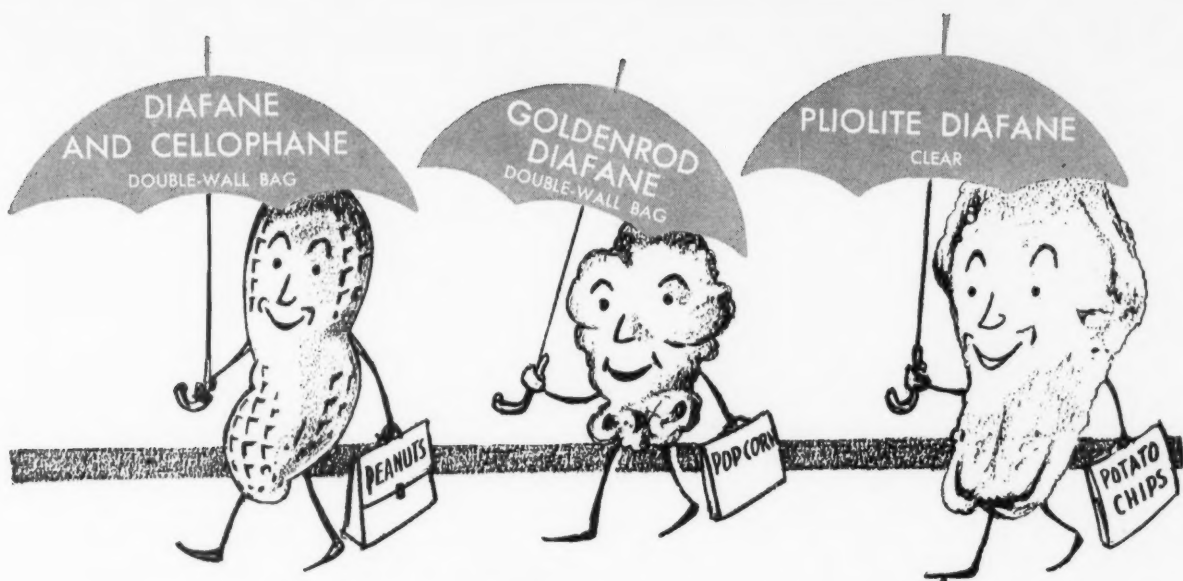
Consumer Advertisements working for YOU

UP TO THIS MONTH—119,809,961
THIS MONTH—122,698,467

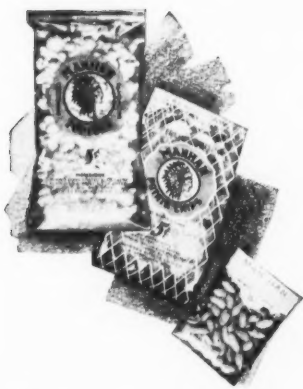
OWENS-ILLINOIS

GLASS COMPANY TOLEDO, OHIO

EXCLUSIVE DEVELOPERS OF Duraglas CONTAINERS



Go where Papers Grow!



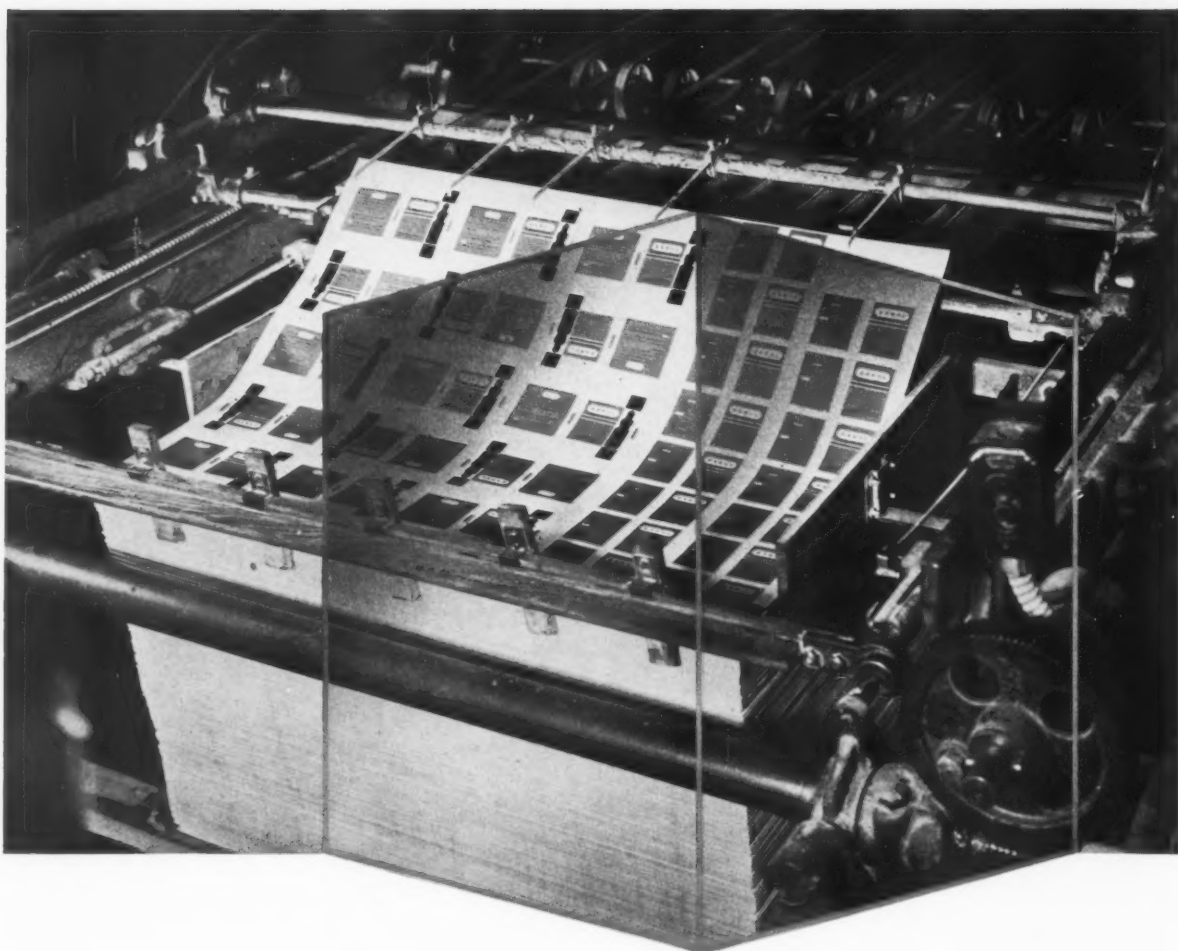
- Riegel "tailor-made" packages have helped make these Manhan products fast and profitable sellers.

You might think that peanuts, popcorn and potato chips could all be put up in the same kind of package—specially when made by the same manufacturer—but it just doesn't work out that way. Protective requirements, packaging machinery, point-of-sale displays and cost allowances differ for each item, and must be varied greatly in order to secure volume sales, profitable sales and a maximum period of sealed-in freshness.

It's the same way with many other products. One company may even need a dozen different papers for a dozen different products—and Riegel can often supply them all. With over 230 standard lines to select from—and no favorites—you get the full benefit of Riegel's experience in solving countless packaging problems for others. Or if standard papers won't quite do the trick, our laboratories have shown a remarkable ability to create something new to order. Why not go where papers grow? Write us and investigate.

RIEDEL PAPER CORPORATION

342 MADISON AVENUE • NEW YORK, N. Y.



Accuracy and Quantity

Materials are by no means the only factors in quality packaging. Accurate, precise workmanship by men and machines is most essential.

With WARNERCRAFT Packaging, efficient equipment for quantity production has enabled us to maintain quality and quantity with such materials as the present market offers.

When conditions are again normal our extended facilities will be of greater service than ever to those who seek effective packaging.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

THE WARNER BROTHERS COMPANY
BOX DIVISION—BRIDGEPORT, CONNECTICUT
200 Madison Ave., New York City ASHland 4-1195



What Lovely Packages—
IT'S A SHAME TO OPEN THEM!"

Millions of women will delight in Christmas packages decorated like these with our *Gift Wrappings* and *Ribbonette* in patterns and colorings appropriate for any season or occasion will add more eye appeal and sales stimulus to your packaged merchandise.

CHICAGO PRINTED STRING CO.
2319 Logan Blvd., Chicago, Ill.

225 Fifth Ave., New York, N. Y.

An open letter to the Food Packers of America

Gentlemen: We owe you a lot. All year round you bring us a whole host of foods at prices we can all afford. And we're very grateful to you.

But here's something we can't understand. Why are many of you passing up the best opportunity you've had in years to keep us happy and make us buy? Yes, we're talking about glass containers.

Maybe you don't realize how much we go for foods in glass? Glass containers make marketing fun. One glance at the natural, fresh-looking colors of foods tempts our appetite, suggests exciting menu ideas. Almost always (yes, we admit it) we come away with a few more foods packed in glass containers than we intended to buy.

Foods in glass satisfy our feminine yen to "look before we buy", their sparkling appearance appeals to our housewifely instinct for cleanliness. And glass is so convenient. We take what we want, put the rest in the ice-box, avoid messy "transferring". And of course, we make glass containers do kitchen duty over and over.

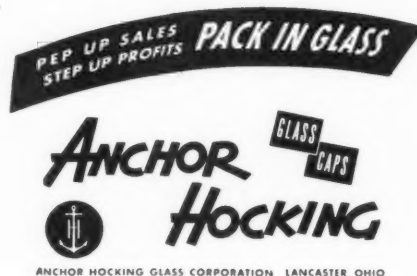
We thought you'd like to hear from us, Mr. Packer, because you depend on us as much as we depend on you. Our gain is your profit...the more foods you give us in glass, the better we'll like it, the more we'll buy. So now it's up to you!

Yours very truly,
* "The Housewives of America"

Mr. Packer, your future is in her hands!

Take the housewife's tip and get into glass...modern merchandising calls for the modern Anchor Hocking glass container. After exhaustive tests we have some impressive facts on freight, durability and high-speed operation with glass that will surprise you. And with defense demands on metal increasing daily, glass offers a practical, profitable solution to your packaging problems in 1942. A card or call will bring a helpful Anchor Hocking man to your desk with the complete, significant story.

* A suggested letter based on facts revealed in a recent survey on the packages women prefer.



A TOP BRAND... WITH A TOP BAND OF "CEL-O-SEAL"!

THE next time you go into a store notice how many leading-brand packages are sealed with "Cel-O-Seal" cellulose bands.

And no wonder! Whether it's a drug, wine, distilled spirits, food or beverage product, "Cel-O-Seal" provides the same extra protection and style important to modern merchandising.

"Cel-O-Seal" bands protect packages against tampering, dilution and imitation... add that touch of smartness that makes packages stand out on dealers' shelves and counters, and in displays. "Cel-O-Seal" bands come in a variety of beautiful colors... they cost only a fraction of a cent apiece... and they are easy to apply.

Be sure to listen to
"Cavalcade of America" every Monday
evening over NBC Red Network



CEL-O-SEAL
TRADE MARK
BANDS

Sold by

E. I. DU PONT DE NEMOURS & CO. (INC.)
"CEL-O-SEAL" SECTION
Empire State Building, N. Y. C.
ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.
I. F. SCHNIER COMPANY
683-89 Bryant Street, San Francisco, Cal.



"THOSE NEW ALL-AMERICA CLASSIFICATIONS GIVE MY PACKAGES A BETTER CHANCE TO WIN"

"I like this new All-America set-up. Now my packages are judged along with their actual market competitors—and if they win, which I'm con-
ceited enough to think they have a good chance of doing, they'll be the
top packages in *my* industry which happens to be groceries. Even stock
containers with stock closures will have a good chance of winning this
year if they're used ingeniously—in line with the Government's program
of standardization and conservation of materials.

"And the same thing is just as true of the packages in any other industry.
This year's All-America will put them on their mettle as cosmetic packages,
textile packages, meat packages, etc.

"I'm entering every one of my new packages and displays in this year's
All-America for another reason, too. I think that the public interest aroused
by this Competition—which has always been tremendous—will be even
greater than before. And that the winners will share in this upsurge of
prestige and acclaim to the tune of additional publicity in media with even
more millions of circulation. I think it is more important than ever to
keep my brands before the public. Every bit of prestige my package gains
is so much more goodwill for my product.

"As usual, there are still no fees or obligations for entering as many items
as I want in the All-America Package Competition. All I've got to do is
write for as many entry blanks as the number of entries I plan to make.
I send them my entries and from there on the All-America assumes the
responsibility."

*(Competition is open to marketers, packagers, designers, manufac-
turers, suppliers. Write for a number of entry blanks equalling the
number of separate items you plan to enter.)*

THE ELEVENTH ALL-AMERICA PACKAGE COMPETITION

sponsored by Modern Packaging Magazine

122 East 42nd Street

New York City

THE NEW 1941 CLASSIFICATIONS

1. BAKERY PRODUCTS
2. PROCESSED,
PRESERVED &
FROZEN FOODS
3. CONFECTIONERY
4. DAIRY PRODUCTS
5. GROCERIES
6. MEAT PRODUCTS
7. BEVERAGES
8. WINES & LIQUORS
9. DRUGS, CHEMICALS
& DRUG SUNDRIES
10. COSMETICS, TOILET
PREPARATIONS
& ARTICLES
11. HARDWARE
12. HOUSEHOLD
ARTICLES
13. OIL, PAINTS
& VARNISHES
14. TOBACCO
PRODUCTS
& SMOKERS'
ARTICLES
15. TEXTILES
& NOTIONS
16. STATIONERY
& SUPPLIES
17. JEWELRY,
SILVERWARE &
PHOTOGRAPHY
18. TOYS, GAMES,
SPORTING GOODS
19. APPAREL
20. WINDOW DISPLAYS
21. COUNTER & FLOOR
DISPLAYS &
DISPENSERS
22. SHIPPING
CONTAINERS
23. MACHINERY
& EQUIPMENT
24. MISCELLANEOUS

Smart Merchandisers
GET ALL 4.



ACE
Cartons

— ACE PUTS THE *Sell* IN CARTONS —

ACE features . . . all 4 of them, emphasize the good points of your product . . . make your packages stand out on the shelf . . . add fast, profitable *sell* appeal.

ACE clients have found it pays to let this highly specialized organization iron out all of their carton problems. Extra sales, extra profits usually more than offset the packaging outlay.

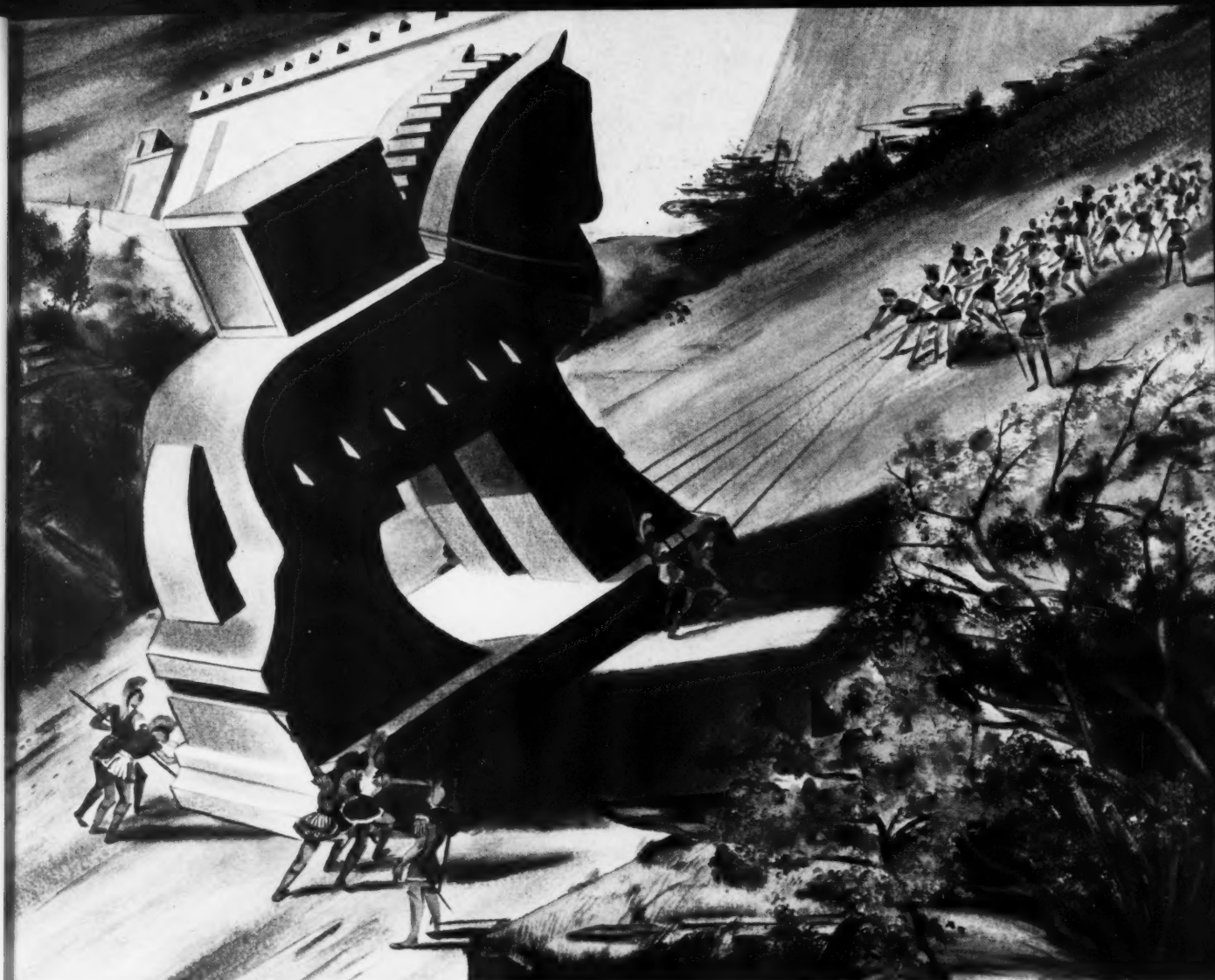
When you dismiss your packaging headaches into the hands of ACE you buy brains! Cash-in on those 4 important features: *Creative Design* that makes your packaged goods sing with sell appeal. *Practical Planning* that gives protection and high utility value. *Exclusive Styling* tailored to complement your product . . . and *Built-in Sell Appeal* that moves your product profitably.

Start getting all 4 for your company today. Lift your old packaging face. Give it new life, zip and go. Write us. We will show you how.

ACE CARTON CORPORATION

2544 South 50th Avenue, Cicero, Illinois

Folding Paper Cartons • Folding Displays • Display Containers



Picture of a successful package

EVER hear of a man named Epeius? Fellow who lived about 3000 years ago? He was quite a packaging expert.

Epeius created one of the most successful packages in all history—the Trojan Horse. The Trojans found a big handsome wooden horse outside their city, and just couldn't resist dragging it in. Later they found it was full of Greek soldiers.

Anyone interested in packaging could pick up a few pointers from the story of the Trojan Horse.

It was a successful package because it was made to fit a specific need. It was a practical package, too. Plenty of imagination went into it, yet it protected the contents and was easy to fill (and empty!). Did it have eye appeal? The Trojans thought so.

Developing successful packages for businessmen is Continental's business.

For 36 years we have been helping manufacturers find the right package for their product and adapt it for their specific

needs. Our packaging experts have a wide variety of styles, shapes and sizes to meet every demand, no matter what the product may be. All are consumer-convenient.

A lot goes into the making of a successful Continental package. Creative design ideas, skillful lithography, scientific research, well equipped laboratories, and sound merchandising.

Have you any packaging problem? Color? Design? Breakage? Shipping? Perhaps we can help. Just call for Continental.

CONTINENTAL CAN COMPANY

New York

Chicago

San Francisco

Montreal

Toronto

Havana



KIMBLE Moulded CONTAINERS

Individualized

FOR DISTINCTIVE BEAUTY



For

A NEW VERSION OF YOUR *OLD* PACKAGE
A RAPID ACCEPTANCE OF YOUR *NEW* PRODUCT

*Consult
Kimble*



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO

BOSTON • INDIANAPOLIS



Sculptor In Steel

His hands fashion products for almost every American industry. He is an artisan of the first rank. He has plied his trade for 18 years. He is a sculptor in steel.

He is the average moldmaker in the Plastics Department of the General Electric Company—skilled, experienced, versatile—one of a group of 250 members busily engaged in the production of better plastics parts.

Because custom-designed packages are a specialty at One Plastics Avenue where he works, this craftsman is an old hand at meeting the exacting requirements that packages demand.

His job is to interpret the creations of packaging designers—duplicate their work in steel. With modern machine tools he produces his molds to precise dimensions.

With an individual touch that defies measurement, he adds the refinements which are characteristic of G-E plastics packages.

P L A S T I C S D E P A R T M E N T

GENERAL  **ELECTRIC**

PD-286

SHORTAGES ?



That's where we came in!

In 1869, there was a shortage of ivory. People wanted something to take its place. So we developed the first plastic—Celluloid.

Since that time we have developed other plastics, and have pioneered the way for a long list of companies who have since entered the plastics field.

Today, shortage of raw materials is again a vital problem to most manufacturers.

On certain types of the materials we make, we have more orders than we can fill. But that's no reason to sit back and twiddle our thumbs. Our job is to push forward—now as in 1869.

By drawing on the imagination that got this business started, we can solve, and are solving, many problems of material supply. We hope to solve many more before this emergency is over. Your problem may be among them. Even if we can't meet your requirements today, we will be glad to try to act as your "ear to the ground"—advising you as accurately as possible on the raw material situation in our field. Your inquiry will receive the prompt, careful attention you want. On orders, if you have priority certificates, please send them along.

Celluloid Corporation

Celluloid Corporation, 180 Madison Ave., New York City. Sole Producer of Celluloid* (cellulose nitrate), Lumarith* (cellulose acetate), Lumarith Protectoid* (transparent packaging material), H-Scale* (synthetic pearl essence), Lindol* (plasticizer and lubricant additive), Samson* and Safety Samson* Film Bases, and Vimlite* (flexible health glass). *Trademarks Reg. U. S. Pat. Off.

STITCHING TIME AND COSTS

Smashed!

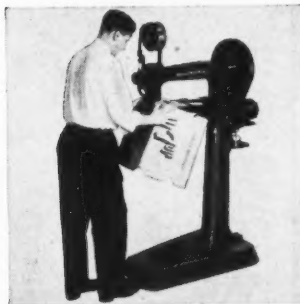
BY ACME SilverStitchers

USERS AMAZED AT SILVERSTITCHER SPEED AND ECONOMY

Scores of users are taking advantage of the extraordinary performance of Acme Silverstitchers. The results have been amazing! In one food manufacturing plant, for instance, an Acme Silverstitcher replaced an old-time sealing method—there were savings of 50% in both time and material.

Another user installed Acme Silverstitchers—and production of stitched cartons was doubled. Here's what another Acme Silverstitcher booster obtained . . . a much stronger carton . . . a better and a neater job!

Don't let self-invoked penalties keep you from lower box stitching costs—better and faster stapling. Find out today about this new type Acme stitching equipment—mail the coupon for full details.



BOTH WIRE AND EQUIPMENT FUNCTION AS A UNIT

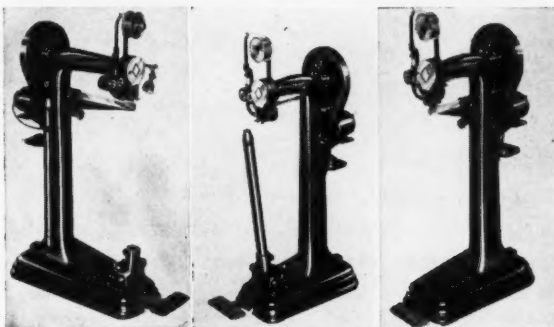
Now for the first time you get wire and equipment that are built for each other. Because they are engineered to perform together you are assured of stitching satisfaction year after year. Both wire and equipment are supplied

and guaranteed by Acme Steel Company.

SILVERSTITCH FEATURES—Coil loading time is cut to a minimum because Acme Silverstitch is supplied in *one-piece* five- and ten-pound coils . . . non-tangling . . . rust-resisting—galvanized . . . uniform temper, width and thickness . . . extra strong stitches that clinch and stay tight . . . packaged for your convenience.

COLORSTITCH—Colorful stitching wire to add eye-appeal to your packages . . . can blend or contrast with printing on cartons . . . same durable, satisfactory performance as Silverstitch.

- ★ IMPROVED DESIGN
 - ★ BETTER CONSTRUCTION
 - ★ NEW MATERIALS
 - ★ LONGER WEARING
- PRECISION MADE PARTS**
- AT LOW COST**



CHECK THESE ACME SILVERSTITCHER FEATURES . . .

Adjustable single pedal control . . . Few moving parts mean lower maintenance costs . . . Vital parts are reversible . . . Low power consumption. Heavy duty construction for long service . . . Silent V Belt drive . . . Wide, comfortable foot-rest treadle . . . Resilient one-piece feed wheels . . . Handles two gauges of Silverstitch without adjustment.

Conveniently placed starting and stopping toggle safety switch. Overfeed with adjustable spring tension and unique wire friction plug provide constant and even flow of wire. Extra long life of main drive anti-friction bearing assured by use of genuine Promet bronze.

Mechanism is guarded for maximum safety. Individual parts are precision made and are interchangeable. Friction brake spring maintains continual pressure on clutch hub and simplifies brake adjustments.

Easy to operate . . . runs smoothly and quietly . . . efficient . . . modern . . . Economical . . . Guaranteed.

GET THE MONEY AND TIME-SAVING FACTS NOW!

These same advantages can be yours! Find out about Acme Silverstitchers and Stapling Wire today. Mail the coupon for the free folder showing you how you can increase your production and give your cartons greater strength—at lower cost!

ACME STEEL COMPANY

2845 Archer Avenue, Chicago, Illinois
Branches and Sales Offices in Principal Cities

ACME STEEL COMPANY,
2843 Archer Avenue, Chicago, Illinois

I'm interested in more economical, faster and easier box stitching. Please send me the free folder with all the facts.

Name _____

Address _____

City _____

State _____



How to make 100,000 dots behave on paper★

A halftone carries too much or too little ink. An impression is too heavy or too light. What can a printing paper do about it? With a *truly level* surface, paper takes a *uniform* register. It eliminates *halftone* mottle.

That's what *truly level* means to Fitchburg Printing Papers.

And to all Fitchburg Truly Level Base Stock Papers it is of like value. It endows them with a surface affinity . . . more receptive . . . more retentive . . . more faithful to impregnating, bonding, laminating and superimposing substances and materials.

These characteristics are inherent to a *natural* finish produced while paper is on the machine. No afterprocessing. Nothing added.

Many base stock problems created by progressive printers, lithographers, laminators, box makers and other converters serving the packaging

industry are problems no longer.

Fitchburg Truly Level Base Stock Papers make the essential contribution of an *ideal foundation*.

Here are groups of these papers developed for the packaging industry to meet specific foundation needs:

ALKALI PROOF PAPERS

for soap, chemicals, dyes, etc., or wherever an alkali condition exists

BOX WRAP

including Snowwhite-Stiktite, an exclusive Fitchburg development

GUMMING

with the strength and surface qualities for your particular needs

★ PRINTING PAPERS

Uniform register on "Fitchburg Finish" aids printer and lithographer

COATING BASE STOCK

or flint, friction and plate finishes. Special grades for greeting card, printing and embossing

LACQUERING PAPERS

with a surface specially adapted to lacquer applications

BOARD LINING

and Combining Papers, both free and ground-wood, for board mills and box makers

FOIL MOUNTING PAPERS

developed after years of research

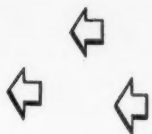
PYROXYLIN PAPERS

High super finishes to secure best results with minimum of coating solution

Have you ready use for any of these foundation papers? Do they suggest a similar need? At your service is an unexcelled staff of laboratory technicians trained to a knowledge of paper applications.

Fitchburg Paper Company

250 PARK AVENUE, NEW YORK CITY Mills: FITCHBURG, MASSACHUSETTS 11 SOUTH LASALLE STREET CHICAGO



one thing in common

Carr-Lowrey produces many different kinds of glass bottles, but one basic fact links them all. Each is made of the same quality of clear flint glass.

Besides linking all Carr-Lowrey bottles into a uniform grouping this fact means, concretely, that no matter what your product, your package will be manufactured of as fine glass as any in commercial use. This is as true of a cosmetic as of a drug, of a food, or a household specialty. It does not mean that the more expensive con-

tainers suffer, but rather that the less costly ones gain by adherence to one rigid standard of high quality.

CARR-LOWREY 3-Point Service



creates

- 1 PRACTICAL
- 2 ATTRACTIVE
- 3 ECONOMICAL

glass packages for cosmetics, drugs, foods household products.



Stock Mold Bottle No. 408, product of "3-point" design and production service, is now made in these sizes:

$\frac{1}{4}$ oz.	4 oz.
$\frac{1}{2}$ oz.	6 oz.
1 oz.	6 oz. Wide Mouth.

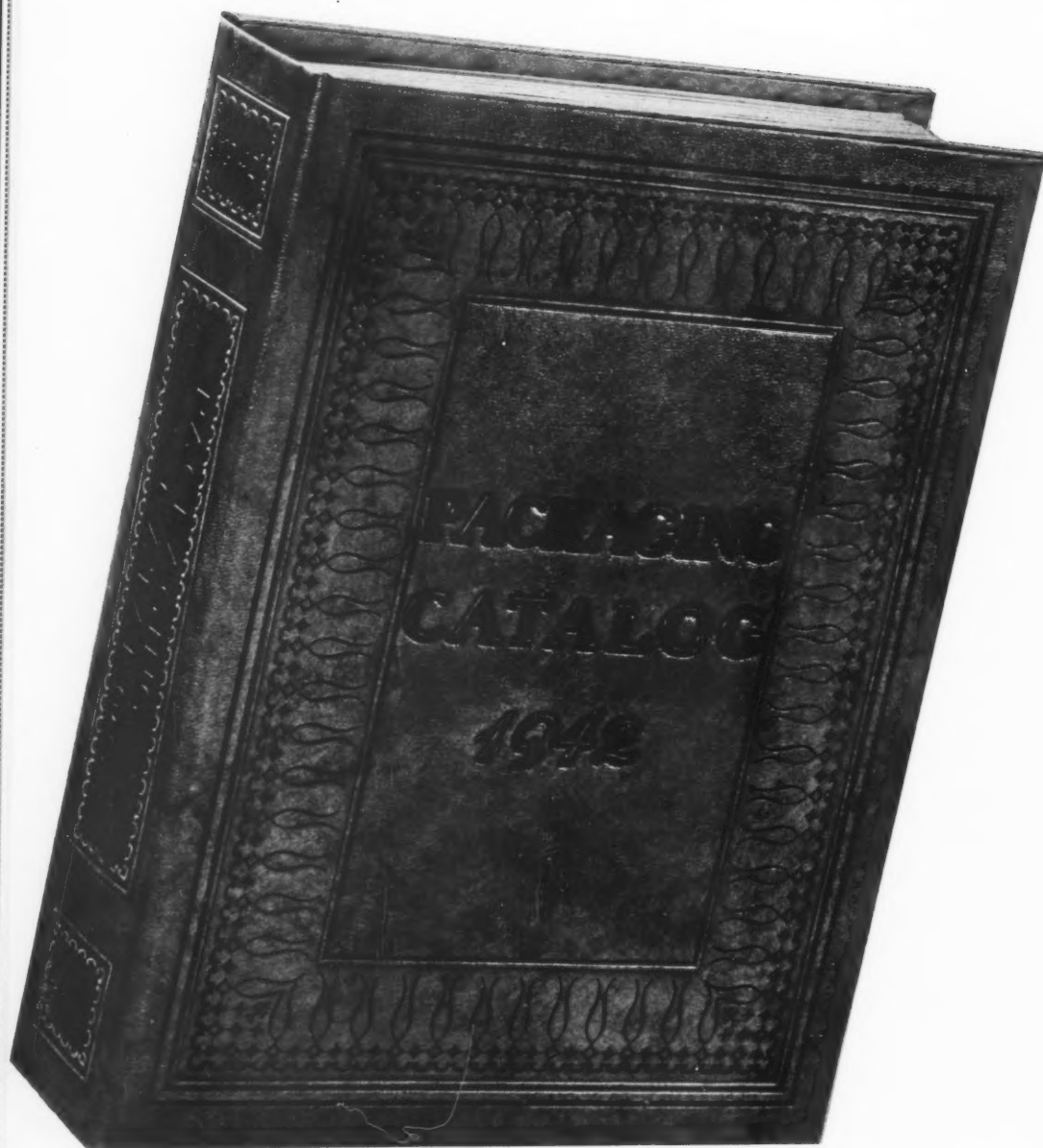
Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

New! for 1942



(This photo is approximately 1/2 size—actual size: 9" x 12")

**THE PACKAGING CATALOG IS THE ONLY
CATALOG OF PACKAGING: THE ONLY
COMPLETE AND UP-TO-DATE SOURCEBOOK,
HANDBOOK, TEXTBOOK OF PACKAGING**

Answers
Questions
On

SUBSTITUTIONS PRIORITIES SHORTAGES

FACTS ★ DATA ★ FIGURES ★ CHARTS
AUTHORITATIVE INFORMATION

PARTIAL CONTENTS

- 1. POTTERY, LEATHER AND WOOD:** This new section has been added to the Catalog to give packagers the facts they want to know, and to give suppliers a place for their messages.
- 2. GLASS AND CLOSURES:** Glass Bottles and Jars, Hand Made Glass Bottles, Primary and Secondary Closures, Closure Sealing and Sealing Compounds, Glass Finishes for Closures, Glass Vials and Ampoules.
- 3. MACHINERY AND SUPPLIES:** Weighing and Filling, Bottle Cleaning, Filling Liquids and Pastes, Bag Filling and Sealing, Stapling, Case Packing and Sealing, Labeling, Wrapping.
- 4. SHIPPING:** Corrugated and Solid Fibre Cases, Metal and Fibre Drums, Steel Strapping and Tape Sealing, Wire Stitching, Protective Paddings and Cushions.
- 5. MOLDED AND CAST PLASTICS:** Plastics for Packaging, Thermoplastic Materials, Thermosetting Plastic Materials, Cast Plastics and Plastic Molding Methods. Properties' Chart.
- 6. WRAPPINGS AND TIES:** Wax Papers, Glassine Papers, Vegetable Parchment, Transparent Wrapping Materials, Lamination, Tarnish Resistant Paper, Leatherette and Fabric Materials, Shredded Paper and Cellulose, Resin Treated Papers, Decorative and Protective Foils.
- 7. RIGID SHEET PLASTICS:** Sheet-Formed and Dipped Boxes, Vials and Tubes, Drawn Displays and Packages, Ethylcellulose and Vinyl Sheetings, Cellulose Derivative Containers, Rigid Transparent Displays and Properties' Chart.
- 8. ADHESIVES:** Gluing Mechanisms, Sodium Silicate Adhesives, Starch Derived Adhesives, Cellulose and Synthetic Resin Adhesives, Gelatin and Glue Adhesives and Hot Melt Adhesives.
- 9. BAGS:** Heavy Duty Multiwall Paper Bags, Cotton and Burlap Bags, Transparent Cellulose Bags, Bag Closing and Sealing Methods, Merchandise Envelopes and Packets and Bags for various special types.
- 10. PAPER CONTAINERS:** Stayed and Stapled Cartons, Set-up Paper Covered Boxes, Fibre-Bodied Containers, Permanent and Re-use Boxes, Folding and Display Cartons.
- 11. DISPLAYS:** Decorative Sheet Metal Displays, Wire Merchandise Displays, Plastic Displays and Fixtures, Wooden Displays and Cabinets, Floor Stands and Island Displays.
- 12. PRINTING:** Lamination, Thermoplastic Coatings, New Inks, Color Effects, Roll Leaf Stamping, Printing Machinery.
- 13. METAL CONTAINERS:** Tin Packages and Cans, Can Decoration Processes, Aluminum Containers and Vials, Specialty Metal Containers and Collapsible Metal Tubes.
- 14. LABELS, SEALS AND TAGS:** Embossed Seals, Transparent Labels, Package Inserts, Merchandising and Informative Tags, Printed and Lithographed Labels.
- 15. PACKAGING LAWS:** State and local laws, as well as national ones. Trademark and copyright protection will be treated in this section.
- 16. PACKAGE DESIGN:** Procedure in design, testing technique, merchandising, color—and 1942 production considerations.
- 17. INDEX—DIRECTORIES:** Every important supplier in every field will be listed as will trade names.

TOTALLY new to answer the total needs of 1942.

A book of facts—and more facts—gathered by research specialists, written by experts, edited and indexed for quick reference.

Facts about materials—plastics, wood, leather, pottery, glass, tin—and charts of properties of tests made on these materials. Facts on package types—cartons, boxes, bottles, tubes, shipping containers. Facts on packaging equipment—weighing, filling, packing, wrapping, labeling, capping. Facts on priorities, on design and legislation.

A complete directory and guide to all the suppliers of the hundreds of separate parts, packages, materials and equipment to the packaging industries.

ORDER ONLY \$2.50 per copy *before publication*
NOW! (you save \$2.50 per copy)
publication price will be \$5.00

1942 PACKAGING CATALOG

122 East 42nd Street • NEW YORK CITY

NO.

9

ALUMINUM, DEFENSE, AND YOU



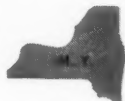
SIX MORE PLANTS IN FIVE STATES ON THE WAY

DEFENSE PLANT CORPORATION OWNS THEM. We've been designated to build them . . . fast.



Actually, when the names went on the dotted lines of the contract on August 19, we had already placed more than \$16,000,000 worth of orders for some of the equipment and materials it takes longest to make and get.

FIVE OF THESE PLANTS will smelt aluminum. Their combined capacity is planned for more than 500,000,000 pounds a year, which is greater than the nation's entire production of aluminum in 1940. Locations: Massena, N. Y., Spokane, Wash., Troutdale, Ore., Los Angeles, and in the State of Arkansas.



The sixth plant will refine alumina from bauxite. Its billion-pounds-a-year capacity adds 58% to the nation's alumina capacity. It will be located at Bauxite, Arkansas.

HOW GOES CONSTRUCTION? At this writing, as fast as title is secured to the sites, contracts are being let for grading and foundations so as to be ready for the structural steel, which is coming as rapidly as it can be gotten.

What is more important, the aluminum plants are scheduled to deliver ingot by the summer of 1942; the refining plant to deliver alumina in early summer, 1942.



WE'VE ASSIGNED a large staff of men full time to headquarters engineering, purchasing, and accounting on this government building job.

We're sending competent and experienced management men out on these jobs as superintendents and other staff executives on construction, and for subsequent operation of such of these plants as we are designated to operate.



EVERY KNOWN IMPROVEMENT in design and construction and equipment is being incorporated in these plants. We intend that every dollar that will be spent shall be the best dollar's worth that experience can build. We do not make one cent of profit from this assigned job of construction.

We think we know how to get the government value-received for its money, because we are completing the expenditure of more than \$200,000,000 of our own money in an expansion program which started after the beginning of the present war. Some of this expenditure is in new alumina and aluminum plants which will bring our own Alcoa capacity up to more than 700,000,000 pounds a year. The remainder is in tremendous expansion of facilities for fabricating every form of aluminum.



DEFENSE, GENTLEMEN, is getting its aluminum.

ALUMINUM COMPANY OF AMERICA



"Peace on Earth Good Will to Men"

Never has our Christmas wish been so heartfelt.

Never has peace been so precious—or so longed for.

Someday, we hope, a permanent and lasting peace will be achieved.

The full flood of human ingenuity can be turned then to the arts of peace. And the blessings of good will among men will be showered on all.

We promise that Sylvania will play its part in this resurgence as it is now doing in cooperation with our Government for the needs of National Defense.



Copy, 1941 Sylvania Ind. Corp.

Sylvania Cellophane

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA. 78 Marietta Street
BOSTON, MASS. 201 Devonshire St.
CHICAGO, ILL. 111 N. Canal Street
DALLAS, TEX. 812 Santa Fe Building
PHILA., PA. 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

Sales Strategy

**IS A MATTER OF
PLANNING TOO!**



BATTLES are often won or lost before troops go into action. Advance merchandising strategy is important too. The well-planned package gives a good product every chance to win in competition. Sutherland's staff of packaging experts can help you put new vigor in your sales attack, help you build a large volume of repeat business by suggesting a distinctive, easily identified package design.

Would you like a copy of the Sutherland Package Design Checking Chart, so you can judge your present package for yourself . . . so you can detect any design weaknesses and determine whether there is need for revision?

Write today for this chart which has been of great practical value to many other manufacturers. There is no cost or obligation.

★ ★ ★

Sutherland PAPER COMPANY
HALLS LAZOO, MICHIGAN

Coty
 NOVELTY XMAS ITEMS
 IN WHICH ARROW
 TAKES JUSTIFIABLE PRIDE!

A carnival spirit is in the air—and so are five different odors of "Coty" suspended from this attractive ferris wheel.



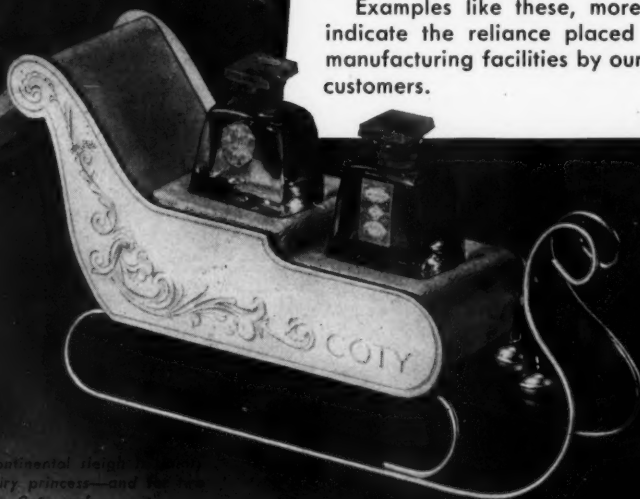
Visualize these outstanding presentations in pink and gold color and you can appreciate why Arrow is proud of its part in their manufacture.

Produced by us for the house of Coty in conjunction with Arthur R. Botham, Art Director, these items are destined to gladden many a feminine heart at Christmastime.

Examples like these, more than mere words, indicate the reliance placed on Arrow's varied manufacturing facilities by our long list of famous customers.



North, East, South or West—where a perfume for each point of the compass.



This miniature continental sleigh is roomy enough for a fairy princess—and the two bottles of delicate Coty perfumes.

ARROW *Manufacturing Co., Inc.*

15TH & HUDSON STREETS • HOBOKEN, NEW JERSEY

BOXES & DISPLAYS • IN METAL • CARDBOARD • WOOD • GLASS • FABRICS • LEATHER • IMITATION LEATHER



MAKE YOUR PACKAGE

Command Attention!

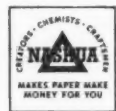
Packages in wrappers designed and printed by Nashua catch the customer's eye wherever displayed. For Nashua's creators, chemists and craftsmen know how to combine smart designing with the right paper and brilliant printing to make a package *stand out* from its competitors.

That's why so many firms who appreciate the value of distinctive packaging and quick product identification come to Nashua.

In this time of tremendously increased demand, our facilities, like those of our suppliers, are taxed to the utmost to satisfy our customers. But we are using every effort to serve those who come to us for distinctive packaging papers.

NASHUA

Headquarters for Packaging Ideas That
MAKE PAPER MAKE MONEY for YOU



Coated Papers and Specialties — Printed "Cellophane" and Glassine — Waxed Confectioners' Wraps — Gummed Products, Paper and Cloth — Printed Waxed Papers — Package and Carton Sealing Products.

NASHUA GUMMED AND COATED PAPER COMPANY
Department M-12 • Nashua, New Hampshire

Look for the Triangle **NASHUA** Sign of a Nashua Value



Coated Papers and
Specialties



Gummed Products—
Paper and Cloth



Printed Waxed
Papers



Package and Carton
Sealing Products



Waxed Confectioners'
Wraps



Printed "Cellophane"
and Glassine

Modern Packaging

DECEMBER 1941

VOLUME 15

NUMBER 4



George R. Webber

April 7, 1888

November 4, 1941

The passing of George R. Webber means more than the departure of one who made significant and valuable contributions to the science of packaging. It means the loss of one whose quiet but forceful personality radiated friendliness and helpfulness. Those who knew him only slightly felt immediately the impact of a singularly attractive character. His fellow workers knew him as a kindly friend, who—no matter how busy—always had time for everyone; his executive associates had reason to respect his ability and quiet dignity. His hundreds of friends in the packaging field recognized both the incisive quality of his mind and the genuineness of his nature.

A native of Maine and a graduate of his home state university, Mr. Webber brought to the field of packaging the trained mind of an engineer. When he joined Standard Brands, Inc., twelve or fourteen years ago, it was in the capacity of a plant engineer. He traveled widely for that organization, installing and insuring the successful operation of many of their packaging plants.

About seven years ago he became manager of their Package Development Bureau.

His colleagues in the Packaging Institute just recently elected Mr. Webber president of that organization and its members unanimously looked forward to the extension of its usefulness under his administration. His loss will be keenly felt in that group.

To us of the Modern Packaging organization, the passing of George Webber comes as a distinct personal loss. On the occasions when his busy program permitted a visit to our offices, he had a kindly word for everyone. The things that he himself worked on, from our point of view, always made "news." When he talked of them, however, it was with self-forgetting recognition of what others did.

As judge of the All-America Package Competition, in which capacity he served seven terms, he not merely gave freely of his valuable time, but brought to the task of judging a keen understanding and a sense of relative values. We have lost a friend.

"Now living under shortages"

"We have lived for so long under the weight of great surpluses that it is almost impossible for us to adjust our minds to the fact that from now on we are going to be living under shortages." This remark quoted from the speech of Donald M. Nelson, Director of SPAB, expresses the attitude of industry caught off base by the far-reaching cellophane order issued November 8, by the Office of Production Management. Though anticipated in some quarters, this order is none the less disturbing. It is of such vital interest that it is being reproduced in its entirety on the adjoining page in a convenient form that may prove helpful for quick reference.

Promptly on receipt of this order from OPM, Modern Packaging telegraphed leading manufacturers and converters of the material affected, asking for comments. Up to the time of going to press, however, replies received indicate that more specific interpretations of the order will be needed before its fullest implications are understood. As fast as developments occur, they will be published in our columns to keep users of these materials informed. If necessary, special bulletins will be issued from time to time.

Canada issued a similar order October 23, 1941. Canadian Industries, Ltd's, news release stated that, "By order of the Comptroller of Supplies, the use of protective transparent film is now restricted to the packaging of food, candy, drugs, or tobacco, when not in tin or glass containers, and in the making of cellulose adhesive tape. The new control order eliminates the use of . . . (these) . . . materials, excepting existing supplies, for the wrapping of textiles, hosiery, canned and bottled goods of all kinds, paper products, metal products, toilet and rubber goods, notions and novelties, soap and cosmetics, matches and fertilizers, etc."

Prepare for Allocations

Allocation is a very definite prospect, depending only on setting up the machinery for it. Notice to this effect, issued early in November by SPAB, admits that it will take a good deal of time to get the entire program to functioning—without specifying how much time that means. However, SPAB and OPM are paralleling

their action in that development of the program will proceed with a minimum of disturbance.

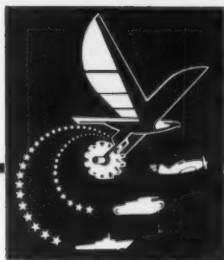
Meanwhile OPM has issued an administrative order providing a new routing system for the handling of PD-1 Preference Rating Applications, effective December 1. The purpose of this is to provide an easy transition from the Priorities System to the allocations plan and take full advantage of all existing machinery. The new procedure is as follows (quoted from OPM's administrative order No. 29):

"Effective December 1, 1941, every application for preference rating (PD-1) shall be initially routed to the Industrial Branch handling the product manufactured or the service rendered by the applicant. That Branch will review the importance and general desirability of obtaining the applicant's product or service, indicate the approximate dates on which the required materials should be delivered and indicate the preference rating to be assigned. The application shall then be forwarded to the Branch handling the product or service for which the applicant's product will be used and to those Branches handling the required materials. The Branch responsible for the material or product required, if satisfied with the recommendation of the initiating Branch, shall transmit the application to the Priorities Division for final review. If this Branch is not satisfied with the recommendations, an effort will be made by the Branches involved to reconcile their differences. If common agreements cannot be reached, the application together with the recommendations of the Branches involved, shall be forwarded to the Priorities Division for final determination of the rating to be assigned."

Several products have already been placed under direct Allocations System. Principal of these to concern packaging is phenol, important ingredient in manufacture of plastics. After December 1, the new order provides that no delivery may be made without specific instructions from the Priorities Division, and the directives to be issued monthly will be made "without regard to any preference ratings" heretofore assigned. Excepting producers, all persons with supplies exceeding 30 days' requirements will be called on for a special inventory report. Relief in supply shortage is not expected within three or four months at which time new plants under construction will begin operations.

We Are Still Wasting!

Difficulty of Americans to cultivate thrifty conservation habits is evidenced by exceedingly slow motion of waste collection. Placards and preachments appear everywhere, but still squandering of valuable waste paper goes on. House to house collections, it is reported, are not bringing results. Probable reason is that operation of collection machinery has not penetrated very far beyond its accustomed boundaries. Paper men, box manufacturers and other converters, feeling raw materials shortage acutely, are constantly advocating conservation and waste collection. But, according to the *New York Times*, "waste paper dealers have voiced frequent complaints about the (Continued on page 94)



TITLE 32—NATIONAL DEFENSE
CHAPTER IX—OFFICE OF PRODUCTION MANAGEMENT
Subchapter B—PRIORITIES DIVISION
Part 1015—Cellophane and Similar Transparent Materials Derived from Cellulose
LIMITATION ORDER L-20
To Limit the Use of Cellophane and Similar
Transparent Materials Derived from Cellulose

Whereas, the manufacture of cellophane and similar transparent materials derived from cellulose requires utilization of large quantities of chlorine, phenol and glycerine; and

Whereas, National Defense requirements have created a shortage in these materials for defense, private account and export; action has already been taken to conserve the supply and direct the distribution of chlorine and phenol to insure deliveries for defense requirements; and

Whereas, present supplies of these materials will be insufficient for defense and essential civilian requirements;

Now, therefore, it is hereby ordered that:

1015.1 GENERAL LIMITATION ORDER

(a) **Definitions.** For the purposes of this Order:

- (1) "Person" means any individual, partnership, association, corporation or other form of enterprise;
- (2) "Supplier" means any manufacturer, converter, jobber, dealer, printer and other Person who directly or indirectly delivers cellophane or similar transparent materials derived from cellulose, to the users enumerated in (b) hereof, or to any other users.

(b) **Restrictions on Use.** Subject to the provisions of (d) hereof, no person shall use cellophane or similar transparent materials derived from cellulose for packaging or manufacture of the materials included in the following categories:

Razor blades
Cosmetics and soaps
Textiles
Rubber and rubber products, except for use as a substitute for Holland Cloth in the backing of retreading stocks for tires
Hardware, metals and sporting goods
Paper and paper products
Laundry
Candles and wax products
Electrical equipment, except the manufacture thereof
Decorations and novelties, including molded paper hats, molded Christmas bells, molded flower pot covers, bows and rosettes, flowers, wreaths and garlands, soda straws, ribbons, household rolls, and gift wrappings.

(c) **Restrictions on Deliveries.** No supplier shall knowingly, directly or indirectly, deliver or cause to be delivered any

cellophane or similar transparent material derived from cellulose, and no Person shall accept the same, to be used for packaging or manufacture of any of the materials listed in (b) hereof.

(d) **Non-applicability to Existing Stocks.** The terms of (b) hereof shall not apply to stocks of cellophane or similar transparent materials derived from cellulose in the hands of users at the date of issue of this Order, and the terms of (c) hereof shall not apply to stocks of cellophane or similar transparent materials derived from cellulose in the hands of Suppliers and which have been heretofore so cut, processed, or printed as to render impracticable use by Persons other than those prohibited from using such materials under (b) hereof. Provided, however, that all such stocks shall be used in packaging or manufacture, as the case may be, within sixty days of the date of issue of this Order.

(e) **Notification of Customers.** Any Person who is prohibited from, or restricted in, making deliveries of cellophane or similar transparent materials made from cellulose by the terms of this Order shall, as soon as practicable, notify each of his regular customers of the requirements of this Order, but the failure to give such notice shall not excuse any customer from the obligation of complying with the terms of this Order.

(f) **Effective Date.** This Order shall take effect on the date of issuance thereof and shall continue in effect until revoked by the Director of Priorities subject to such amendments or supplements thereto as may be issued from time to time by the Director of Priorities.

(g) **Violations.** Any Person who violates any provision of this Order may be prohibited by the Director of Priorities from obtaining any further deliveries of materials subject to allocation, and the Director of Priorities may also take any other action deemed appropriate.

(P.D. Reg. 1, Aug. 27, 1941, 6 F.R. 4489; O.P.M. Reg. 3 Amended Sept. 2, 1941, 6 F.R. 4865; E.O. 8629, Jan. 7, 1941, 6 F.R. 191; E.O. 8875, Aug. 28, 1941, 5 F.R. 4483; sec. 2(a), Public No. 671, 76th Congress, Third Session, as amended by Public No. 89, 77th Congress, First Session; sec. 9, Public No. 783, 76th Congress, Third Session)

Issued this 8th day of November, 1941

(Sgd.) Donald M. Nelson
Director of Priorities



1. Food distributors led the way to the popularity of packaged food items like these cookies, egg noodles, potato chips—items that depend upon the slogan, "Quicker Turnover of Fresher Stocks." The phenomenal success of dehydrated soups is also due to aggressive merchandising and selling coordination of store-door service.

When to use a store-door distributor

by PORTER F. LEACH*

If you package a food specialty and are not satisfied with the regular channels of distribution, find out in this article how specialized distributor service has piled up sales for everything from soup to nuts.

If a housewife wanted potato chips, back in 1910, she very likely had to fry her own. If she wanted mayonnaise, she had to whip it up in her own kitchen. If she served her family noodle soup, she usually had to mix the batter, roll and cut the noodles and cook them in soup which took long hours to make on a hot kitchen range.

She can do the same today, but the chances are she doesn't. She goes to a bridge party instead, stops at the nearest food store on her way home, picks up a cellophane or glassine-wrapped pack of potato chips perhaps better and as fresh-tasting as she could make herself. Along with it, she takes a jar of mayonnaise, a pack of noodles and foil bag containing dry soup she can make ready in seven minutes.

The potato chips, the mayonnaise, the noodles and the soup may be made hundreds of miles from her home. How they got there involves the whole story of packaging and the shipping of perishables and semi-perishables through specialized channels for quick distribution. Today these packaging and food distributing methods are geared to assist every type of specialized food product.

A manufacturer of quality food products who is not content to have his line handled through the ordinary distributing channels may discover to his good fortune

that his product is a natural food distributor's item, providing it can comply with most, if not all, the following specifications for such an item from a packaging and product standpoint:

1. Adequate protection to assure its freshness.
2. Distinctive and easy to remember package.
3. Memorable trade mark and brand identity.
4. Preferably small, compact and light weight.
5. Medium or even somewhat high-priced item.
6. Suitable for varied retail store displays.
7. Reasonably good for repeat sales essential.
8. Reputation backed by a manufacturer who can maintain the quality of the product and assure a fair-dealing sales policy constant with food distributors selling.
9. A consistent, planned policy of advertising and promotion, but large-scale advertising activity is not essential.
10. A definite and consistent policy of building consumer, retailer and distributor recognition and good will.

Among food distributors who have had an important role in this specialized type of selling is John E. Cain, president of the National Food Distributors Assn., whose slogan of "Quicker Turnover of Fresher Stocks" is the keynote of the modern method of merchandising.

* Merchandising and advertising consultant.

In 1911, he walked into the office of the Chautauqua Dairy Co., later the Shefford Cheese Co., Syracuse, N. Y., and asked for a job. In 1912, this company introduced "Snappy Cheese," the very first of the packaged cheeses. Young Cain, then a shipping clerk, was selected to sell this new product. He went first to Rochester, N. Y., where he piled up such a list of orders that the company sent him to other cities. In New York, among his early customers was Richard Hellman, who at that time conducted a delicatessen store on Seventh Avenue, but later made an outstanding name for himself as the originator of "Hellman's Blue Ribbon Mayonnaise," now owned and operated by Best Foods, Inc., and distributed throughout the country within a few days of the time it is manufactured. Cain went to the Middle West—to St. Louis, Detroit, Chicago, everywhere, opening up new markets for Shefford's Snappy Cheese.

On these sales trips he learned a lot of things. He learned how important the store-door service was in distributing perishable goods—items that have a short shelf life—that must arrive in smaller quantities and more often—that must move fast. He learned how necessary is personal contact with the retailer, how important is the need for tying-in local and national advertising and store displays with the local dealers. Large manufacturers were beginning to realize these needs, too, and were setting up distributing facilities of their own to move specialized products quickly to local outlets, to develop special packaging that would protect them and offer dealer helps to move them off the shelves quickly while they were fresh.

In Boston, Cain established himself as a distributor in his own right to work out the theories which the food distributors have found to be the basis for the distribution of all manner of specialized food products. "Snappy Cheese" was the key item of his new business. His first customers were served by a single horse-drawn vehicle—but they got their cheese fresh and often—never in greater quantities than they could move off the shelves while it was still fresh. It wasn't long before he was using three wagons. Then the wagons were replaced by shiny Ford trucks. Other food products were added to the business, particularly foods such as salad dressings, potato chips, pretzels, noodles, cookies and crackers, condiments.

The packaging of these products and the "wagon jobbing" of them, as the store-door selling method of specialty food distributing was known in its early days, go hand and hand and have made possible the convenience and labor saving which such products mean to the average housewife in every hamlet in the country. Today large fleets of trucks are delivering fresh mer-



2. The "visibility idea" recently developed by the Z Pack Corp. for its line of "American Farm" frozen foods. 3. Nestle's Morsels measure up well on the ten package and product specifications for a food distributor "natural." 4. An educational program for Nestle's Instant Hot Chocolate required more hard-hitting selling than "regular channel" distribution service could provide.

chandise of this type to dealers in every part of the country. Packaging experts are continually devising new methods to give such merchandise added protection and longer shelf life. Such service is available to food manufacturers who have a properly packaged, quality product, an alert sales organization and a consistent merchandising and advertising campaign, which even though modest is geared to this specialized kind of merchandising and selling.

In addition to the advantage of the quick distribution of perishables, the food distributing organization is an aid to the manufacturer in introducing a new product directly to the dealers and in assisting in its promotion. A long list of packaged products owe their success to the aggressive promotion through the food distributor channel.

For example, the first cellophane used by Traficanti Bros. for their Aunt Sarah's noodles was introduced by food distributors. This cellophane was imported from Belgium before it was even manufactured in this country and was so expensive and hard to obtain at the time, that Traficanti's kept their excess stock of "Fenestra Paper" (cellophane) in the company's safe. They,

like many other pioneering manufacturers, such as The Treat Co. of Brooklyn, one of the first to produce packaged potato chips, found product visibility to be an important factor in increasing sales and popularizing their product. The production of egg noodles when they started was about 35,000,000 lbs. per year. The production today is about 165,000,000 lbs. and increasing. In those days noodles brought 22 cents per pound; today the consumer can get them for 10 cents per pound. This company was also one of the first spaghetti companies to use the food distributor method of selling and also one of the first to sell prepared dried soups in this manner.

Many food distributors who handle perishable or semi-perishable foods have cold storage departments in their own warehouses and refrigerated truck equipment, so that their merchandise reaches the retail grocer in first class condition.

Along this same theme is the modern quick-frozen food packaging job recently completed by Maurice Corbett, sales manager of the Z Pack Corp. for its popular line of "American Farm" frozen foods. The company's test of the "visibility idea" for packaging quick-frozen foods proved that the theory of letting the housewife *see what she is buying* is even more important in this new industry than it has been in selling shelled nuts, potato chips, cookies, pretzels, noodles, spaghetti, macaroni, soy beans and dried soups. All of these items that first saw the light of day through cellophane packages were sold successfully by the food distributor method.

The Lamont-Corliss Co., one of the most progressive merchandising organizations in its field, has real-



5

5. Mayonnaise was one of the early food-distributor items.
6. Pure Food Co.'s Herb-Ox Bouillon Cubes are an excellent repeat seller. Illustration shows them used in mass display.





7



8

7. Packaged nuts are a good example of a quick-turnover item that needs specialized distribution. 8. Mint-in-Tea—definitely a specialty item—light in weight, small, attractively packaged, easily converted into mass display.

ized the vast opportunities of store-door distributing after the ease with which they sold "Ever Ready" Cocoa in its attractive red can through food distributors when ordinary channels for selling proved inadequate. Following this profitable experience, they are distributing their Nestle's Morsels by the same method and use visibility as an added sales appeal. In promoting their Instant Hot Chocolate, they made use of a definite educational program to emphasize to the consuming public, for example, that the housewife could go to the grocery store and buy a pound of ordinary breakfast cocoa at a price ranging from 10 to 15 cents, but since Nestle's was to sell from some 39 cents to 43 cents a pound, it was their job to educate the consumer on the point that a cup of Instant Nestle's didn't cost any more than an ordinary cup of breakfast cocoa. This could be done because fresh, full milk, sugar and flavoring are already in Nestle's. All that has to be done is to add hot water and serve. "Regular channel" distribution, geared for the important job of handling foods in enormous quantities, simply isn't equipped to perform a specialized promotion task of this particular nature.

As leading manufacturers using the store-door method of distribution already know, a most important part of every food distributor salesman's training is the efficient use of door, window counter, floor and wall displays in the retail store as well as timely use of store demonstrations, mass floor displays and intensive related item selling. In this aggressive type of modern merchandising, packaging naturally plays an extremely important part.

While the product visibility angle of food distributor selling is an important factor, there are many other points that also help to make products good food distributor items.

Attractive labeling, glass packaging, freshness-appeal packaging, display possibilities, size and weight of pack-

age—all are significant considerations in the food distributor's activity. For example, the Pure Foods Co.'s Herb-Ox Bouillon Cubes are a good example of a popular food distributor product. This is an excellent repeat seller, moderately priced, attractively packaged, light in weight, small in size and packed in a display carton which is easily and quickly changed into a mass counter display. Another similar type of product is Boston's Mint-in-Tea. This is a good repeat seller, used daily, definitely a specialty item, light in weight, attractively designed, small sized and easily converted into very effective store displays.

The current dried soup popularity is a further example of a product gaining sales quickly through food distributors. First sold in cellophane packages and then successfully in cardboard containers, glass packages and metal foil, dried soup has become one of the fastest moving grocery items on the market today—definitely menacing bouillon cubes and canned soups.

Traficanti's Aunt Sarah's Noodle Soup Mix showed the way, closely followed by Mrs. Grass's Noodle Soup and then Continental Noodle Soup Mix (recently acquired by Lipton's Tea) which has skyrocketed to first place through adroit publicity and outstanding merchandising and selling coordination. Vying for this phenomenal consumer business, Skinner & Eddy are actively promoting their "Minute Man" brand and the Quaker Oats Co. has just recently announced their entry into this expanding field. The food distributors led the way for these new packaged products, too.

In addition to the packaged products already mentioned, food distributors have had an important part in introducing to the public new brands of horseradish, mustard, pickles, crackers, butter, margarine, sandwich spreads, ready-to-serve desserts, nut meats, tobasco catsup, barbecue sauce, pickled fish, powdered coffee, canned potato salad, prepared prune whip, jams, jellies and a great many others. (Continued on page 96)

Inside story on the outside

by ROBERT A. LATIMER

Consumers today want to know more about what is inside a food container than they did formerly. And they want to get that knowledge without having first to open the package. Women are anxious to have information on the dietetic values of packaged foods so that menu planning may be simplified. They welcome suggestions for varying dishes and they are grateful for any means of obtaining better balanced meals for their families.

Out in St. Louis, Mo., the Tom Boy Stores, Inc., a group of 280 retail grocery stores within a radius of 75 miles of a central warehouse and buying office, has been proving these points daily with an innovation in labeling canned fruits and vegetables. This "consumer label," developed by Clem Krekeler of the organization, "puts the inside story on the outside." It carries information on preparation of the food, canning, dietetic value and uses. As a result of the new labeling, the Tom Boy Stores have established an increase in sales of 45 per cent over a period of two years, all substantially traceable to good use of the label as an effective selling tool.

Early in 1938, the Tom Boy group of stores, ranging from \$50,000 to \$100,000 per year in volume, "polled"

its canned-foods customers through individual store managers in order to determine at the point of sale what information food shoppers were most desirous of obtaining. The questions were asked casually without using any formal type of interrogation which might confuse customers contacted in the store. Results of the questioning proved that women knew little about canned fruits and vegetables or about their preparation. They did want to know, however, whether most of them were packed in the natural juices or in water and they felt fresh vegetables were infinitely superior to the packed. In general, housewives used specific fruits or vegetables for only two or three purposes. For several years Mr. Krekeler had studied the labeling problem and he felt sufficient comments had been received to justify a change in labeling. "Primarily, we felt that the consumer should know a great deal more about the foods in the can," he explained, "and a simple informative consumer label to overcome common misunderstandings would satisfy the need."

The label that was finally decided upon dramatized all facts in connection with each Tom Boy fruit or vegetable product. This copy used former "waste space" on the rear of the label. In this space are

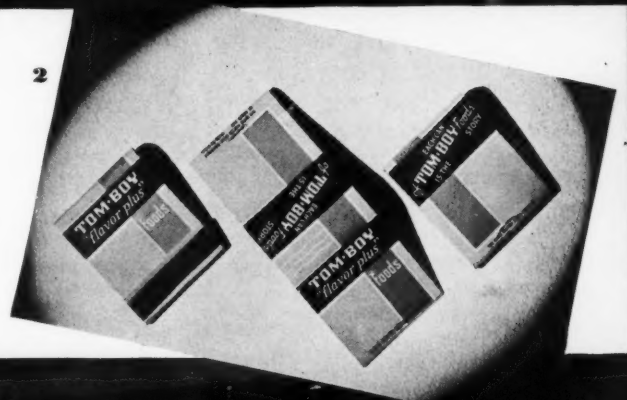
These 3 by 4 ft. blowups of the seasonal leader in canned foods are used to focus customer attention on the product. The placards are printed in four colors, mounted on wooden frames for permanency and are placed at strategic points in each store. They feature the informative label on the can, reproduced flat so that you can read all of it.

three headings, "Preparation and Canning," "Dietetic Value" and "Uses." Under the first heading are facts about harvesting, inspection, speed of handling, locale and use of juices or brine in canning. "Dietetic Value" informs the consumer about vitamin content, fat, protein and carbohydrates, caloric value and whether or not the product contains minerals or has general nutritive values. Under "Uses" are suggested from three to seven dishes in which the product will serve admirably. Other ingredients are also suggested to make variety in servings so that the housewife seeking originality in planning meals may be helped in this way. The complete story of the 140 canned products sold through Tom Boy stores is thus told on the labels of the individual cans.

Information on all labels is obtained from *Food Facts*, a bulletin of the American Can Co.'s research laboratories, and is quoted verbatim in every instance. This policy Tom Boy Stores, Inc., adopted to insure plain facts without guess work. Mr. Krekeler's representative took a trip to Washington to secure from the Food, Drug and Cosmetic authorities permission to use the label. These labels are distributed to canning companies producing the 140 fruit and vegetable varieties of Tom Boy Stores and they are applied before the can leaves the plant. On "Joyful," the secondary line of the stores, a similar label theme is used. This label, however, has vignettes or pictures in color of specific dishes which are changed from season to season in order to be in keeping with popular consumer demand.

1. A mass display of Tom Boy canned products. Aisle treatments of this type encourage the shopper to pick up a can and examine it. 2. Books of Tom-Boy matches are sold to operators of coin-controlled cigarette vending machines. 3. A typical store window used at the time the "inside story" label was introduced to the public in a city-wide canned food sale.

3



When the Tom Boy label was introduced in 1939, women were immediately interested enough to make comments and ask further questions. This led to a merchandising program which supplemented the "inside" story label. Grocers have been able to sell the informative label and its story effectively to at least 80 per cent of their stores' traffic. Promotion includes newspaper advertising, store posters, distribution of book matches and point-of-sale efforts of grocers.

From 800 to 1,000 lines of newspaper space are used per week in the food section of St. Louis newspapers. In each insertion one seasonable product is featured in a display cut. The can is shown with a blowup of the "inside story" label. Copy for the ad is quoted directly from the label under the picture. When used as the largest individual section of the advertisement, the label awakens concentrated interest in a specific canned food. The "inside story" caption on boiled beans, for example, assures an increase in sales of boiled beans for the following week and a similar "inside story" on string beans the next week speeds up sales of that product. Women are encouraged to pick up a can and examine it closely. As a result, they often buy two or three varieties of foods instead of one.

Attention in the store is focused by means of 3 by 4 ft. blowups of the seasonal leader in canned foods. These placards in four colors are mounted in permanent wooden frames and they depict the label of a can partially unwrapped to show the "inside story" copy greatly enlarged. A poster enlarges the copy again and explains to the consumer what she is to look for on the rear label. Two of these are in use at each store, one is hung over the canned-foods department, the other is placed on display in a prominent window space. The grocer's instructions are to call attention to the

placards, then to place a can in the customer's hands. Experience has shown that every customer tells several more people about the idea and trade is stimulated as soon as purchasers become familiar with the label.

In order to introduce the label and its theme effectively to store clerks, the Tom Boy organization staged a canned foods sale in October 1939 in all its stores. Seven hundred dollars in merchandise prizes were offered. Each consumer-labeled can sold entitled the clerk to a ticket which he could deposit to his credit in a prize drawing to be held at the close of the event. With this stimulation, each of the 280 stores began to sell the label aggressively. In three weeks 35,000 cases of canned foods were sold. Incidentally, this figure was so remarkable that St. Louis' Better Business Bureau made a thorough check of its operation. "The average shopper doesn't understand the story of canning," Mr. Krekeler stated. "This gave us an excellent footing for selling the label's advantages through concerted store action."

Two million book matches, telling the "inside story" of the Tom Boy label, are being distributed throughout the winter of 1941-42. These packets are sold to operators of coin-controlled cigarette vending machines in St. Louis. Since these matches are certain to reach many women, they will be supplemented by another feminine-appeal program now under consideration. At the Tom Boy Stores, Inc., headquarters in St. Louis, monthly sales meetings are being held with store managers and their clerks at the rear of the company offices in the model grocery store set up by Mr. Krekeler for educational sales training. Store operation, better sales management and one seasonable consumer label are discussed at each meeting. Sufficient stress is placed on the label (*Continued on page 92*)

Monthly sales meetings of store managers and their clerks are held in this model grocery store at the rear of the company's headquarters in St. Louis. At each meeting there are discussions on the most effective methods of store operation, better sales management and one seasonable consumer label. Customer importance of the labels is stressed.



OPM's order hits lead and tin foil

The new order on lead and tin foil was received after our December issue was printed. However, in line with our policy of keeping our readers informed, we are reproducing this order in its entirety, together with OPM's advance release which accompanied it. This page was a last minute job, so it could not appear on the table of contents.

OFFICE OF PRODUCTION MANAGEMENT

Division of Priorities

For Monday AM's

November 24, 1941

PM 1620

Lead and tin foil will disappear from cigaret packages, chewing gum, candy and a number of other package uses after March 15, 1942, Donald M. Nelson, Director of Priorities, announced today.

Limitation Order L-25, which he issued today, provides that after March 15 no tin, lead or composition foil containing them shall be used in the manufacture of any decorative article or material or for the packaging of tobacco products, chewing gum, all beverages, confections, ribbons for typewriters and other business machines, friction tape and photographic film.

Until January 15, 1942, manufacture of foils for the uses to be prohibited is limited to one-third of the amount manufactured for those same categories in the first three months of 1941.

Manufacture and sale of foil for any of the uses listed is prohibited after January 15, 1942.

Basis for the order is the fact that lead going into foil manufacture has increased from approximately 2,000 tons a month at the beginning of 1941 to 6,500 tons at present, with the demand increasing monthly. Users of foil have swung rapidly into lead as aluminum stocks declined and they were unable to get more for that purpose. Tin savings under the order are estimated at 250 tons a month.

The tobacco industry uses about 85 per cent of the tin and lead foil consumed, with cigarets leading the list. The industry was told some months ago that restrictive orders on foil would be necessary, and studies of satisfactory substitutes have been carried out. The tobacco industry has already taken steps to reduce its use of lead in foil by one-half. Although cellophane and similar materials are under priority control, these materials may still be used in the packaging of tobacco products.

The National Bureau of Standards has assisted in this by making a study of the efficacy of waterproof cellophane and of metal foil used in cigaret packages as moisture barriers.

Test packages were wrapped in various ways in a plant of one of the cigaret manufacturers, exposed to an atmosphere dried with calcium chloride, and tested for loss of moisture at the end of 120 hours. Following are the losses found, given in percentages of the original moisture content:

Standard package	6
Foil omitted, cellophane intact	9
Cellophane omitted, foil intact	38
Both foil and cellophane omitted	67

Widespread use of foil in packaging is comparatively new, having received its greatest impetus since 1915.

Because of the many uses for lead in defense production and

the fact a part of our national supply is imported, the metal has been placed under various forms of Governmental Control. Export control was established on March 24, 1941, inventory control on May 1, and full priority control on October 4.

OFFICE OF PRODUCTION MANAGEMENT

DIVISION OF PRIORITIES

Social Security Building

November 24, 1941

Washington, D. C.

To Producers and Consumers of Tin Foil and Lead Foil:

Gentlemen:

Enclosed is a copy of Limitation Order No. L-25, issued by the Director of Priorities to conserve the supply of tin and lead by restricting the use and manufacture of foils containing these materials.

Provisions of the order impose the following three restrictions:

- (1) Beginning March 15, 1942, foils containing tin or lead may not be used in the manufacture of decorative articles or in the packaging of any of the products listed in paragraph (a) of the order.
- (2) Beginning immediately and until January 15, 1942, the quantity of foils which may be manufactured for the specified purposes is limited to one-third ($\frac{1}{3}$) of a manufacturer's production for those purposes during the first quarter of 1941.
- (3) Beginning January 15, 1942, the manufacture, sale, and delivery of foil for the specified purposes are prohibited.

Although the order prohibits the manufacture, sale, and delivery of foil for these purposes on and after January 15, 1942, existing stocks may, nevertheless, be used up to March 15, 1942.

Priorities Regulation No. 1, issued by the Director August 27, 1941, is incorporated as a part of the order by specific reference, except insofar as any of its provisions may be modified by the terms of the order. It will, therefore, be necessary for you to become familiar with the several provisions and definitions contained in this regulation.

This does not purport to be a complete summary of Limitation Order L-25, and you must read the order in its entirety in order that you may understand its provisions as they affect you and your relations with your customers and suppliers.

Any questions of interpretation or requests for further information should be addressed to Mr. Erwin Vogelsang, Chief, Tin and Lead Branch, Office of Production Management, Social Security Building, Washington, D. C.

Very truly yours,

[Signed] D. M. NELSON

Director of Priorities

Enclosure

TITLE 32—NATIONAL DEFENSE
CHAPTER IX—OFFICE OF PRODUCTION MANAGEMENT
Subchapter B—PRIORITIES DIVISION
Part 1018—Tin Foil and Lead Foil
LIMITATION ORDER L-25

To Limit the Use of Tin Foil and Lead Foil

Whereas, the manufacture of lead foil and tin foil requires utilization of large quantities of lead and tin; and

Whereas, national defense requirements have created shortages in these materials for defense, private account and export; action has already been taken to conserve the supply and direct the distribution of lead and tin to insure deliveries for defense requirements; and

Whereas, present supplies of these materials will be insufficient for defense and essential civilian requirements;

Now, therefore, it is hereby ordered that:

1018.1 GENERAL LIMITATION ORDER

(a) **Restrictions on Use of Tin Foil and Lead Foil.** On and after March 15, 1942, no person shall use tin foil, lead foil, or any composition foil containing tin or lead in the manufacture of any decorative article or material, or in the packaging of any of the following products:

Tobacco and tobacco products, including cigars and cigarettes
Chewing gum
Beverages of all types
Confections
Ribbons for typewriters and other business machines
Friction tape
Photographic films

(b) **Restrictions on Manufacture and Delivery.**

(1) *Limitation Prior to January 15, 1942.* During the period from the effective date of this order to January 15, 1942, no person shall manufacture a quantity of tin foil, lead foil or other composition foil containing tin or lead for the uses prohibited in paragraph (a) above greater than one-third ($\frac{1}{3}$) of the quantity of tin foil, lead foil and composition foils containing tin and lead, manufactured by such person for such uses during the first three months of 1941.

(2) *Prohibitions Effective January 15, 1942.* On and after January 15, 1942, no person shall manu-

facture, sell or deliver any tin foil, lead foil or composition foil containing tin or lead which he knows or has reason to believe will be used in the manufacture of any decorative article or material or in the packaging of any of the products specified in paragraph (a) above, and no person shall accept delivery thereof for such prohibited uses.

(c) **Violations.** Any person affected by this order, who violates any of its provisions, or a provision of any other order, direction or regulation issued by the Director of Priorities, may be prohibited by the Director from making or receiving further deliveries of tin foil, lead foil, or composition foil containing tin or lead or of any material subject to allocation, or he may be subjected to any other or further action which the Director may deem appropriate.

(d) **Regulations Incorporated.** Except as modified by the terms of this order and as otherwise specifically provided herein, all of the provisions and definitions of Priorities Regulation No. 1, issued by the Director of Priorities on August 27, 1941 (Part 944), as amended from time to time, are hereby included as a part of this order with the same effect as if specifically set forth herein.

(e) **Effective Dates.** This order shall take effect immediately upon its issuance, and shall continue in effect until revoked by the Director of Priorities.

(P.D. Reg. 1, Aug. 27, 1941, 6 F.R. 4489; O.P.M. Reg. 3, as amended September 2, 1941, 6 F.R. 4865; E. O. 8629, Jan. 7, 1941, 6 F.R. 191; E. O. 8875, Aug. 28, 1941, 6 F.R. 4483; sec. 2(a), Public No. 671, 76th Congress, Third Session, as amended by Public 89, 77th Congress First Session; sec. 9, Public No. 783, 76th Congress, Third Session.)

Issued this 24th day of November, 1941.

[Signed] D. M. NELSON

Director of Priorities

FANCY BOX PAPERS

their Future

by WILLIAM S. FOWLER*

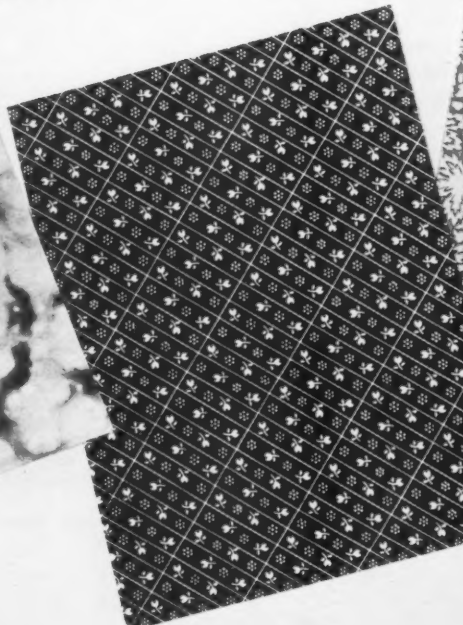
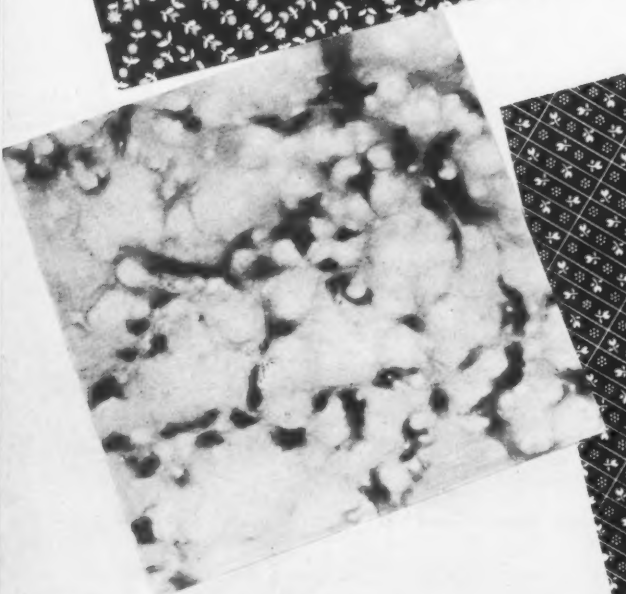
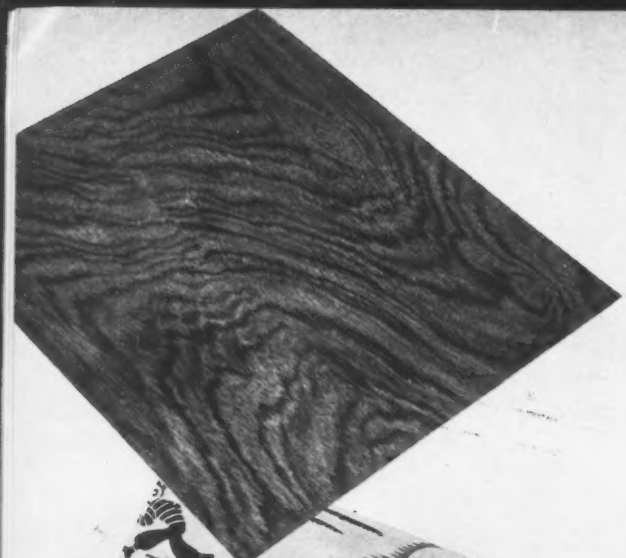
Twenty years ago American converters of coated box paper were beginning to develop decorated papers for box wraps. This was just after World War I. It was this war and the ultimate stoppage of the importation of decorated papers from Germany that set some of us to thinking how similar papers could be manufactured in this country. In the twenty some odd years that have followed, American manufacturers have far out-stripped the Europeans in the creation of artistically beautiful effect for all types of box papers.

Again we are faced with another war, but one which is more devastating than the first, with the probable dislocation of business on a greater scale than was ever known before. The question is, will this war emergency sound the death knell for fancy box papers? If not, what may be expected for their future development?

For some of us who struggled in the early days of fancy paper manufacturing with home-made machines of all kinds, the present emergency comes as a challenge. We can't believe that an industry of the size we now have, which has emerged out of such small beginnings, will disappear over night. Rather, we believe that the future of box making will not be a success without the generous use of fancy box papers. These feelings are deep-seated in the minds of many of us, because we remember all that has gone before. We remember with what success one confectioner after another changed from a plain white box to one covered with a decorated paper. The public were waiting for it and showed their appreciation by more than doubling their purchases in a comparatively short time. The Apollo Chocolate Co., one of the first to change their box, after some misgivings, used a delicate pink and white dappled paper. This was one of the first new creations from the Hampden Glazed Paper & Card Co. of Holyoke and was made

*Sales Manager, Hampden Glazed Paper & Card Co.





on a flimsy home-made machine, fed from pails of water on the roof. What a contrast to the fast-running, efficient decorating machines of today!

The public have made all this possible, for they have been color and design conscious. They have more and more demanded designs on their boxes and the coating mill converters have risen to the occasion with an endless number of decorated papers. Artists have come out of their garrets and have established themselves in attractive studios where they are making new designs to satisfy the public. All of this has happened in a quarter of a century and the array of fancy papers being made today is limitless.

There are chiefly three different types of decorated box papers which may be classified as Special Coating, Printing and Embossing. The first mentioned dates back to the home-made special coating equipment referred to above. From this rather uncertain beginning coated paper has been developed up to the present time by special coating machines which produce in an endless roll all kinds of decorated surfaces from dappled to wood-grain effects. Generally speaking, this type of work spreads irregularly over the entire surface of the paper and produces rather large design motifs. These papers have been used with great success, not only on boxes but also for interior decorating and direct mail.

The second group, that of printed papers, covers a very wide field. These papers may be printed with care, at increased expense, and sold at high prices for a deluxe box development or they may be run with high production and sold cheaply for a quantity box order. The difference is mainly, of course, one of appearance. The more expensive prints are almost always on coated papers with either a dull or high-polished flint surface, while the cheap prints are on uncoated natural paper stocks. The more expensive ones in recent years have been decorated with gold and silk inks with glossy de-

velopments in the greatest demand. This trend has not changed to date, but it may be scheduled for a shake-up due to the shortage of aluminum powder and other raw materials required for this kind of paper. The style of design has definitely changed over the past ten years from a rough, heavy, brilliantly printed, splashy effect to one of delicacy with pastel shades and with a high degree of precision printing. What effect the present period will have on a further change will depend a great deal on whether we definitely take sufficient part in the present war to create a crisis. World crises affect human feelings almost always to such an extent that they bring about definite design changes to satisfy the changed tempo. We might hazard a guess that the designs of the post-war era will be bolder with less emphasis on delicate treatments. Just when this change will come, no one can tell, but it may be anticipated if one is to judge by world conditions today.

The third type of fancy paper—embossed—is, perhaps, the most interesting because of innumerable ways it may be developed to produce an unusual effect. Roughly speaking, these papers may be placed into three different groups—Plain Embossed, Ink Embossed and Top Embossed. Speaking of plain embossed, one is usually talking about the less expensive kind of embossed papers. Many beautiful results, however, are possible, depending a great deal upon the design and the cutting of the steel roll engraving. A coated paper always enhances the finished appearance and is usually used for the better grade of boxes.

Ink embossing is quite a lot like plain embossing with the exception that a special embossing machine is used in which a fountain of printing ink is fed against the steel engraved roller, much the same as in a printing press. This process was, we believe, first in use in Germany and was introduced in this country a year or so later. Since then, big strides have been made in de-

veloping this process through the American skill and ingenuity. The printed result is an embossed paper with ink flooded into the lines of the engraving in such a way that it enriches and changes the entire appearance of the design. Many call this kind of work, Print Embossing, but regardless of how it is described, it is one of the finest and is used on boxes, where originality counts. By this process, it is possible to match quite closely almost any color tone, cloth, silk, wood, burlap, leather, wire, etc., with a colored surface effect.

Top Embossing has been perfected only during the last ten years but is fast coming to be desired over other forms of embossing for the exclusive box. This method consists in laying ink on the high surface of the embossed paper by means of a delicately adjusted feed roll. There are one or two variations also that produce most unusual results with a much heavier feed of ink than is usually the case. Metallic inks have been used for this treatment more than opaque pigment inks, but there may be now a switch to the latter on account of a shortage of aluminum powder. Whatever change occurs, top embossing will still command the highest place in the embossing field because it gives a final touch of elegance to any design by spreading the color on the high surfaces of the embossed effect.

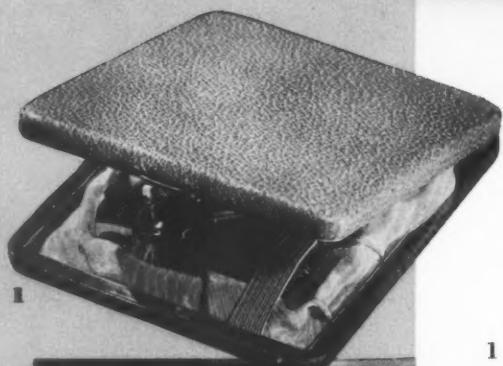
Such a brief classification of fancy box papers can indicate only the important differences of the most obvious divisions. Literally hundreds of other fancy effects are possible and are being produced every day by combining different operations, such as printing and embossing. The limit of such creations will be determined by the creative capacity of the human mind.

Acknowledgment is made to the following companies for samples of their papers: The Marcellum Co., Wyomissing Glazed Paper Co., Hampden Glazed Paper and Card Co., Hazen Paper Co., Nashua Gummed and Coated Paper Co., and Charles W. Williams & Co., Inc.

(Page 45)



Packaging



1



2



3



4

1 Three bottles of Roger & Gallet perfume fit into this genuine leather case. When the bottles are removed, it is a handsome cigarette case, complete even to the elastic bands for holding the cigarettes in place.

2 E. Pritchard, Inc., recently adopted this handy bottle with a white closure for their tomato catsup. All four sides of the 12-oz. glass container are embossed with the inscription, "Pride of the Farm." In a test area, 85 per cent of women shoppers said they preferred this new shape to old style catsup bottle. Bottle by Armstrong Cork Co. Closure by White Cap Co.

3 A particularly efficient dispenser package is this one for Avery Kum-Kleen labels. The dispenser fits neatly into the hand and the labels are pulled out through a slit in the top of the box. A side panel carries directions on how to use the dispenser.

4 A fibre can with a white label printed in clear red and green makes a bright and comparatively inexpensive package for Berton's "Frosted Cherry Mints." The pom-pom effect on top is of red, shredded cellophane. A yarn handle makes the cylindrical package easy to carry. The fibre can is of the same type as those frequently used by drug and confectionery stores for putting up ice cream or coffee. It is lightweight but sufficiently strong to afford adequate protection for the easily crushed candy mints.

5 Miller & Hollis 2-lb. box of chocolates, designed with military motif to be sent to men in service, is boxed ready to send with colorful mailing label. The package is tied in with a good point-of-sale piece, reproduced in red, blue and gold to give it an impressive, timely sales appeal.

6 Hotcan, which insures hot food in places which ordinarily do not have cooking facilities, is gaining continued popularity. Pictured on location in an out-of-the-way spot is Lon Chaney, Jr., pouring himself another cup of coffee from a Hotcan. The container is really a can within a can. The inside can is filled with food; the outside

can is filled with a harmless heating compound, which heats the contents in about 12 minutes. The heating process is started by simply punching four holes in the can. The food then heats itself to the right degree. No attention is necessary until it is ready to serve. Product and container made by Hotcan Corp.

7 For a case to hold its 8-piece micrometer set, the International Tool Co. chose one of molded plastics. The various pieces are kept intact and separate in specially molded-in compartments. Cover and base are thick enough to insure a sturdy, long-time container. The material is unaffected by oils, soaps or greases and will not show wear. Molded by American Molding Co. Phenolic molding compound by Durez Plastics and Chemicals, Inc.

8 Spices by themselves suggest a holiday note and this package of Durkee's spices makes a particularly handsome holiday gift. Bright red, shredded cellophane makes a nest for the small boxes and bottles. A glass plate forms the bottom on which a shining metal cover rests. The housewife will like to use plate and cover later for serving cake or hot rolls.

9 This Christmas gift box of McKesson & Robbins, Inc., products for men has a distinctive military quality with its interesting label illustrative of the American air force. The set is furnished in either red or blue to emphasize further the patriotic theme. Set-up box by Douglas Young, Inc.

10 The three different boxes with timely cover designs, each created by a leading artist in his field, are part of Mennen Famous Artists line of gift boxes for men. The covers are reproduced in full color and are suitable for framing. The boxes are all the same size and contain four shaving aids. Each item fits neatly into a die-cut platform, which prevents the bottles and packages from being jostled when the box is mailed as a gift. Boxes by Scandore Paper Box Co., Inc., Newark Paper Box Co., Dalton-Tumulty Paper Box Co. Box wraps by Stecher-Traung Lithograph Corp.

Pageant



Christmas Spirits

Once upon a time you were lucky if somebody gave you a bottle of holiday cheer from a corner speak-easy. Remember? But in this year of Repeal 1941 with all its competitive brands, the companies that will grab off the gift business are those who have put their wines and spirits into packages with special de luxe counter appeal.

Among the outstanding arrangements are the three Glenmore Distilleries packages shown on these pages. "Kentucky Tavern" can be found during the holidays snuggled in a bright red enameled molded pulp boot. The neck of the bottle extends over the top of the boot and is encased in printed cellophane. Mandatory information and a special seasonal greeting "and a Merry Christmas to Boot" are printed on a collar which fits over the top of the boot. This collar, besides giving identity to the package, also holds the cellophane in place. Glenmore's silver label Kentucky Straight Bourbon is packaged to look like a huge red candle, complete with a cellophane flame. The whiskey bottle is encased in a cardboard tube with cardboard caps for top and bottom. The cellophane is twisted and brought to a point where it is heat sealed to keep it in a point for the flame effect. Glenmore's bottled in bond is encased in specially designed sparkle-wrap

1. By means of a cardboard tube and printed cellophane, this package is made to look like a huge red candle. 2. Sparkle-wrap cellophane makes this bottle glisten. 3. This bright red molded pulp boot holds a bottle of Kentucky Bourbon. 4. An all-over design of ancient wine makers decorates the printed cellophane for the wraps on Old Monastery wines.

cellophane to make it glisten, and gathered at the bottle's neck with a big red bow.

Meier's wines are literally dramatized for Christmas in packages that look like miniature theaters made of cardboard. You raise the cardboard curtain by pulling it up at the top to see three bottles of wine, each a different kind. The theaters come in three different designs and will be eagerly sought after by the youngsters as toy marionette stages.

A handsome full-color lithograph reproduction of a hunter painting, "First Over the Bars," is held in place around a cylindrical carton by a cellophane wrap around the package for Hunter Baltimore rye, a product of Hunter Distilleries Co., Inc. By removing the cellophane, the lithograph of the huntsman can be taken from the carton and framed. The carton, itself, is finished in a wood grain effect with gold lettering of the Hunter name, has a metal bottom and rolled cardboard top. The complete package has plenty of eye appeal for window, counter or back-bar

decorations. For re-use, women find the Hunter carton particularly handy to carry as a knitting box—and children like it for toys or for a penny savings bank because the cover is slotted for inserting coins. The company also suggests that two Hunter cartons can be used by amateur experimenters as telephones with a taut string tied between them—and that ten Hunter cartons make a bowling game!

Old Monastery Wine Co. adopted a holiday package with a most interestingly designed printed cellophane wrapper. The color carries out a predominating note of rich purple, suggesting rich ripe grapes, combined with conventional holiday colors while the all-over motif is that of all the operations in the making of wine in the early days of hand presses. Product identity, trade mark, etc., in a front panel complete the package.

In connection with the holiday liquor business is an interesting example of cooperative promotion, tried out for a third time by the (Continued on page 96)

5. Meier's wines are dramatized in cartons that look like miniature theaters. 6. The Hunter lithograph is simply held in place by a cellophane wrap and may be taken from the carton and framed. 7. Packaged liquor received excellent promotion at Ovington's, New York, in this glassware display, illustrating the various types of glasses used for various alcoholic beverages.



DESIGN HISTORIES

Stiff Shirts

Royal Laundry of Newark, N. J., returns men's shirts completely unbuttoned, free from pins and with collars stiffly erect. Their thought is that a man likes to slip into a freshly laundered shirt easily, not struggle into it. Consequently, Royal uses a collar support that puts an end to unpinning and unbuttoning a shirt before it can be worn. All that needs be done is a slight pull on the tab to release the collar band and the shirt is ready to be put on. The support consists of a specially designed flexible cardboard form to which a tiny strip of rust-proof metal is attached. The wings of the form are easily inserted under the collar, then the strip of metal is folded back. This holds the shirt in its natural position and also gives the collar the necessary support to eliminate wilted collars.

The collar support is purchased in thousand lots and is used without any firm identification. The use of the band does not disrupt the usual routine of the laundry since it can be inserted quickly and easily by any experienced operator.

Credit: Made by Time Savers.



New Family

The new printed wraps for products of the Schulze and Burch Biscuit Co. were designed with the idea of achieving a striking effect in mass display. To do this, the designer concentrated on color, line and appetite appeal. Product and brand identification are in clear, large letters on the single color panel that sweeps in a curve across from left to right on the package. The product is illustrated realistically in the lower left-hand corner in an appropriate serving dish and above is a pictured suggestion of use.



For example, an inviting salad plate is shown above the crackers and a dish of ice cream above the tray of butter cookies. A spray of flowers, different kinds for each product, is shown at the upper right-hand corner to complete the panel and to add a decorative note.

On one of the side panels various uses are pictured as well as a number of printed suggestions given. The other side panel is devoted to information about the product. A dotted line along one edge of the front of the package tells the housewife where the box may be most conveniently opened.

Information about product and suggestions as to varied uses appeal to the modern woman who shops in today's super-markets. She picks up packages and examines them carefully. She has an opportunity to read about what she is buying. Wraps such as these are created with this close-up view in mind. Lettering and illustrations are scaled to be read and seen at eye level or when held in the hand. Excellent application of both color and illustration catches the consumer's eye under severe competitive conditions. This wrap of waxed paper is an example of the way in which protection of product may be combined with decorative effects to good advantage.

Credit: Wraps by Kalamazoo Vegetable Parchment Co.

Easy Seal

Convenience in opening and re-sealing their line of chemical specialties was the important factor with The Sherwin-Williams Co. in deciding upon a change in their packages. The closures on the containers illustrated here were selected for their air-tight, leak-proof sealing efficiency and the ease with which the caps could be removed and replaced. The handy lever attached to the cap permits it to be lifted with little effort. When the cap is replaced, the lever is pressed down for tight closing. These caps are equally effective on either the metal or on the glass jug type of container like that shown.

Used with the closure are tamper-proof inner seals. Resulting economies are obtained in the production line since this inner seal used with the secondary closure may be applied during the capping operation.

Before standardizing on these closures, The Sherwin-Williams

Co., considered every detail in the merchandising of their chemical specialties. The company decided that with products such as theirs, consumers were very much concerned about those packaging features which would make for ease of handling and storage. Caps that were difficult to remove and to replace allowed contents to leak out. This was the chief complaint of customers who bought oils, polish, shellac and the like. This closure overcomes these faults, thus giving products added sales value. Credit: Caps by Williams Sealing Corp.



Book Care

Planned as a special gift item for "the man who has everything," "The Yankee Writing Service Kit" includes 14 different articles which are used in the cleaning and care of books. The kit is complete enough to be used by the owner of a large library boasting many fine bindings. The kit itself is designed to look like a finely bound volume. Its cover fits over the box like a sleeve and there are special compartments for each of the different items. A small booklet on "The Care and Feeding of Books" gives the home librarian pointers on how to keep the books in his library in good condition.

The kit is available in full leather, that is, with leather completely covering the back and sides, or in half leather. In the latter, the kit has only the back and corners bound with leather. The full leather kits are gold stamped to the customer's order without extra charge. Because it is particularly handsome, it may be kept as a display piece on a table or desk in the home or it may be placed on library shelves.

Credit: Kit made by The Leather Vita Co. Binding by F. Criscuolo & Sons.





The Grocer says...

"Let me see if I've got your question straight, madam. 'Why is it that some shops seem to have a good stock of unrationed articles that are short, while others a few streets away have none?'"

Well, it isn't that there's any monkeying about with distribution. They share the goods out to retailers very fairly indeed, believe me. But it stands to reason, if you stop to think, that supplies don't reach every blessed shop at the same minute—or the same week, come to that. And the man who's stocked up today... well, vice versa, if you take my meaning.

Quite right, madam. There are a few tins, just come in. But none to spare, I'm afraid. You see, I've got my regular customers to think of. Your money's as good as theirs? I'm sure it is, madam. And better I

dare say. But fair play's a jewel, and there are people who'll go from shop to shop buying up more than their share of things we're all wanting—if they can get away with it. And that means others going without. Nothing personal, of course—just an illustration. Fair shares? You've said it in one, madam."

Food Facts

NUMBER 60

STOP PRESS

SWEETS & CHOCOLATES
Although a little more sugar is being allowed to manufacturers, please remember that it takes a month or two to make, pack and distribute confectionery in wartime. Production will still be much below pre-war level.



THE MINISTRY OF FOOD, LONDON, W.1

British Rations

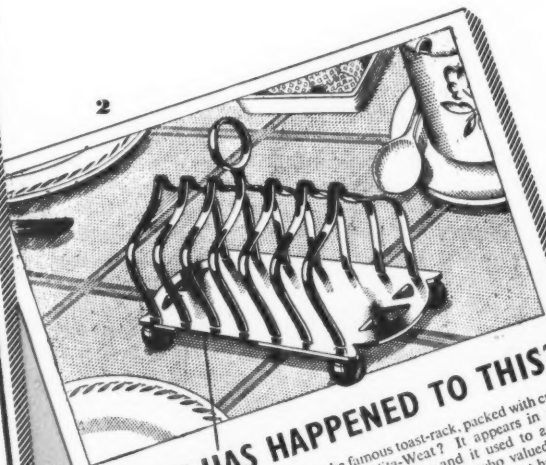
by DENYS VAL BAKER*

In the words of our Ministry of Food, food is "a munition of war." Indeed, our foodstuffs are now subject to more controls and restrictions than almost any other type of product. I think it would be as well to give a brief idea of the "set-up" (as you would say) in the British food market today, after two years of war.

At the outbreak of war, the British Government—following the example of their 1914 predecessors—set up a Ministry of Food. In actual fact this Ministry had been in existence in embryo and ever since 1938 the Government had been carrying out a definitive food policy, concentrating mainly on the building up of large food stocks, imported from overseas. The ideal to be aimed at had been outlined by Mr. J. M. Keynes—that some £500,000,000 worth of commodities could be stored at an annual cost of £20,000,000 which he thought would be cheap at the cost—and, while it is unlikely that the stores ever reached that somewhat gigantic figure, there were strong rumours that soon after war started, we had some two years' food supply.

In storing these foods, the practice of the Govern-

* Managing Editor, *Shelf Appeal*.



WHAT HAS HAPPENED TO THIS?

Remember the famous toast-rack, packed with crisp, crunchy slices of Vita-Weat? It appears in most every day on the tables of people who valued good flavour and good health. Lately, Vita-Weat has been difficult to get. Circumstances quite beyond our control stopped production for a time, but now the factory is working again and you should be able to get some Vita-Weat, although supplies are still restricted. When you are successful, you can feel pleased indeed, for Vita-Weat brings you an extra ration of energy, Vitamin B for fitness, valuable minerals, including iron, and last but not least, the full flavour of ripe British whole-wheat.



Vita-Weat
PEEK FREAN'S CRISP BREAD
Cakes 1/6 and 10d. ★ Packets 6d. and 2d.

Made by Peek Frean & Co., Ltd., Makers of Famous Biscuits

ment has been largely to use the services of the big food combines, such as Unilever, Millers Mutual Assn., United Dairies and the Co-operative Wholesale Society (in fact, they even conducted the purchases through these organisations so as to avoid alarming stock markets, etc.). Consequently, when the Ministry of Food was officially set up and in effect took over control of the whole of our food supplies, they continued to a very large extent to conduct a large portion of their business through these combines or through their trade associations. Within a very short time, rationing was introduced, covering, in due course, margarine, butter, tea, sugar, cheese, cooking fats, bacon, meat, jams, syrups. In most cases, the Ministry left arrangements to the group of trade experts they considered most useful. The problem of stopping production of all branded margarine and concentrating on one single "national" brand (involving the adaptation of many margarine firms' factories, etc.) was left in the able hands of the Margarine Manufacturers Assn., with a considerable amount of assistance from the Lever Bros. organisation, responsible for the manufacture of Stork, the biggest selling margarine. Then, when appointing various controls, the Ministry has invariably filled its appointments with men from the trade concerned, often the managing director or sales manager of the largest firm in the trade. This method has naturally received considerable criticism from those fearing an extension of the monopoly stranglehold—with much justification—but there has been no doubt, on the whole, that it has proved a very efficient method and it has much to

recommend it against the alternative of introducing a civil servant or some other business man whose knowledge of the complexities of the trade are exactly nil.

Today the Ministry of Food has assumed quite gigantic proportions and its staff of some 25,000, scattered all over the country—for instance, every village has its own food officer, responsible for supervising rationing arrangements, distribution of food to traders, and so on—is possibly the biggest of any Government department. Certainly the Ministry is the biggest buyer, distributor, seller and advertiser of food in Britain today. Its advertising appropriation for the first two years of the war was some £650,000. The duties of the Ministry are vast—they have to make arrangements through the Ministry of Shipping, to ensure shipping of foodstuffs from overseas. In peacetime this country very unwisely imported two-thirds of its foodstuffs and, although this percentage has been considerably reduced, it takes some time to adopt a home-producing food policy. The Ministry has to organise fleets of lorries to transport food supplies all over the country. Of course, the transport systems of the big combines are utilised. In the case of eggs, cheese, milk and butter, particularly, the Ministry has to organise big central collection stations, where sort-

1. A typical Ministry of Food advertisement, explaining to consumer just why retailers are sometimes found without supplies.
2. A kind of advertisement frequently seen—a company's apology for delays in supplies to retailers.
3. Another firm appeals to consumers to aid in rationing.
4. Fruits and vegetables home-packed in jars with the new air-tight snap closure.

3



IRON RATIONS

THANKS to our gallant seamen—both Navy and Mercantile Marine—this country is not on "iron rations" in spite of all that the enemy has tried and is still trying to do. But naturally there cannot be as much as usual. And that applies to things like Chocolates and Toffees as it does to other goods, for much of the raw materials of Confectionery have likewise to be brought from overseas. So look upon your Sweets as "iron rations"—eat them sparingly, and being ready to "share" them by leaving some for others, if you are one of those lucky ones who are able to buy much as usual. We are all in this beleaguered fortress together. So let us share things out, including—

Mackintosh's Quality Street

OFFICIAL PRICES
 Assortments: "Quality Street" and "Double Centre"
 4 lb. Box 1s 4d. - 8d. per qtr. lb.
 "Bite" & "Bottle-Scotch" 2 1/2d. per pkt.
 "MAX" Chewing Gum 4d. per pkt.



ing and grading are carried out under inspection. Moreover, it has to employ a large army of special food inspectors who tour the country, visiting both producers and retailers, in an effort to ensure the maintenance of as high a good standard as possible. The Ministry has to sponsor special advertising campaigns designed (a) to educate the public into a simpler and more economic wartime diet, (b) to feature most prominently those foodstuffs of which supplies are at the time quite plentiful. Hence, carrots, beetroot, tomatoes, potatoes, cauliflower, cabbage and other home-grown vegetables have been constantly advertised, but imported products, such as meat, fruit and many types of canned goods, have been severely left alone. Finally, the Ministry had to work out complicated schemes of rationing, involving the issuance of 11,000,000 ration books with pages of special coupons which are cut out weekly by retailers in exchange for supplying rationed foodstuffs and then returned to the Ministry. At the beginning of the war consumers could register for each product with a different retailer, if they so wished, but now the tendency is more and more towards group rationing—consumers ration on one coupon for jams, honey, syrups with the same retailer, on the same coupon for butter, margarine and cooking fats at one retailer.

Marketing Changes

I hope this brief description will have emphasised one particular point—that control, as in most trades, is inevitably going more and more to the combines. From the very nature of things, this is bound to happen, since the combines, with their intricate marketing arrangements, are able to give better service and efficiency during a war, but it is sad to see so many of the smaller men being forced out of business.

Thus it will be seen that with regard to the marketing of food products, the war has put a brake on all individual and competitive methods. All manufacturers are heavily restricted and controlled even in the case of unrationed foods, such as tinned soups, tinned vegetables, biscuits, drinks, pastes, custard powders. The problem of marketing is now more one of distribution than of selling and so much so, in fact, that those manufacturers who continue to advertise devote most of their advertising space to apologising for delays in supplying both retailers and consumers. Many of them, such as Heinz, Cadbury's and the Ministry of Food, itself, are also advertising directly to consumers to explain to them just why they must be prepared sometimes to find their retailers without supplies. The current Ministry of Food advertisement, reproduced in this article, is a good example of the line that is taken.

Although the concentration of industry has not been applied to food firms officially, there has been in practice a considerable amount of grouping and amalgamation and many small manufacturers have been forced to give up. Shortages that crop up from time to time are suffered by all firms, however, and there is no favouritism so far as can be traced, although, of course, there

is a good deal of "black marketing," particularly on the part of large hotels and restaurants that know special sources from which, at a huge price, they can get certain extra quantities of rationed goods.

The problem of food packaging is much more intricate although, naturally, the food trades are given preference over all other trades in obtaining packaging materials. Nevertheless, international events have resulted in serious shortages of certain materials and it has not always been possible to find suitable substitutes. To give a general review of the position—many glazed and coated papers are in short supply owing to the shortage of the formaldehyde and casein used in their production. These materials are being used in the production of plastics for war work. There is a fair supply of waxed papers, but cellophane and other transparent papers are difficult to obtain. Fortunately, there are ample supplies of the vegetable parchment material which is now used extensively in the wrapping of butter and margarine. Tin, of course, is out of the question for packaging with the exception of the special quantities allocated to the canners and supplied for certain products for which tin is essential, such as condensed milk, bulk cocoa and coffee. Glass is used as a substitute for tin in some cases, but supplies are not too plentiful either. Another possible substitute, plastics, is coming more and more under restrictions, because all cellulose acetate is now required for aeroplane production. In the carton and board field, supplies are variable, depending largely on the success of salvage collections, but, of course, these uses of such materials in food packaging are somewhat limited, except for the matter of outers and large containers.

Paper Conservation

Paper itself is getting more and more restricted, but it is a material which is being used more extensively and it has replaced tinfoil and coated materials in some cases. Unfortunately there is no adequate substitute for paper, since plastics are otherwise engaged. The only way in which it has been possible to ease the shortness of supplies has been to reduce the usage of paper in individual packaging. For example, shopkeepers no longer wrap up any foodstuffs that already have one wrapping. Even butter, margarine and eggs are sold loose to the consumer. Consumers also are constantly urged to return even the most minute paper bags. The Ministry of Food has recently prohibited the wrapping and slicing of bread. In cases where formerly products were fully wrapped in boxes, such as boxed cheese, they are now being sold in half a box, with a thin paper covering.

Tinfoil has long been recognised as an ideal metal in contact with food because of its non-toxicity, but the metals customarily used in its production are now strictly controlled for war purposes. In the case of milk bottle caps, for instance, the large tonnage of high grade aluminum consumed was quickly requisitioned for the production of aircraft and a substitute had to be found. Fortunately the British Tin Research Institute has now been able to (Continued on page 98)



Can You Count 1,000,000?

THE primitive forms of counting are still in existence in countries where manual labor dominates. There is no need for any other kind of enumeration—quantities are too small.

Modern America is different because of its mass production. Great numbers of identical articles are formed economically through the use of machinery. And we have perfected machines to count the millions we produce.

Burt has adapted the mass production principle to

packaging through the adoption of special automatic manufacturing techniques. The largest packagers come to us for their largest orders of set-up paper boxes, rigid transparent boxes and folding and display cartons. They know we produce many millions of packages of these types, *automatically*, each year. They know that our automatic equipment, built to our own high specifications, will meet their requirements as to quantity, quality and economy in packaging.



F. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY • PHILADELPHIA • BOSTON
ST. LOUIS • ATLANTA, GEORGIA • CHICAGO
CLEVELAND • CINCINNATI • NEW ORLEANS
MEMPHIS • MINNEAPOLIS • KANSAS CITY
DANVILLE, CALIFORNIA (Near San Francisco)

A. G. Spilker, P. O. Box 126, Telephone: Danville 27

CANADIAN DIVISION: Dominion Paper Box Company, Ltd.
469-483 King Street, West, Toronto 2, Canada

★ ★ ★ ★ ★

Peace Time PACKAGES Help America's DEFENSE

★ ★ ★ ★ ★

"Foods will win the war!" says Agriculture Secretary Wickard. And from coast to coast Dobeckmun *"Cellophane" packaging is accepted as the ideal protective material for countless food packages.

Dobeckmun-designed "Cellophane" packaging continues to preserve freshness, reduce spoilage — helps curtail waste of vital food products. It promotes health by sealed-in purity, and protection against contamination. Granting that, you may well ask, "What specific part has a cellulose film convertor such as **DOBECKMUN** in National Defense?"

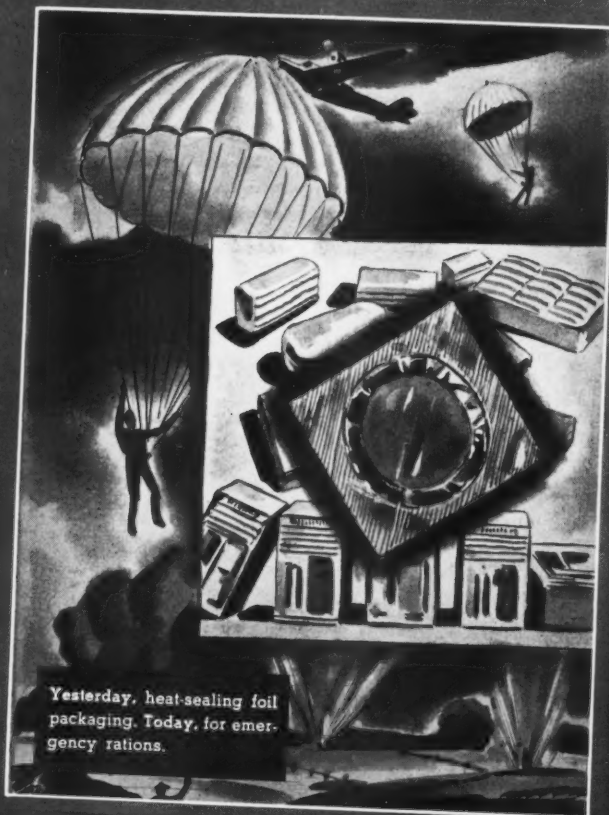
"What use", you wonder, "have Defense Industries for plain and printed 'Cellophane' sheets and bags; for cigar pouches, film-laminated papers and aluminum foil, Zip-Tape, etc., etc?" For answer, follow the pictorial and verbal record on these pages.

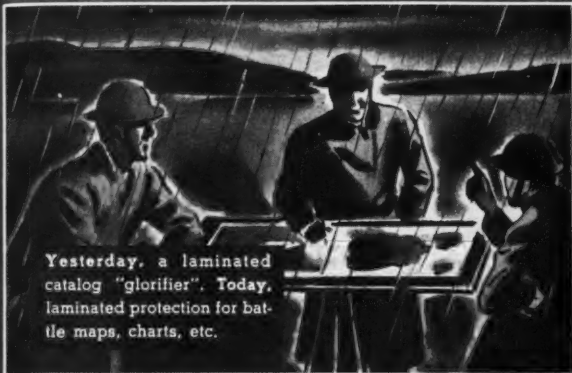
Priority Preferences

Our customers who use Dobeckmun "Cellophane" packaging for food are assured of supply preference. In their best interests, our designers, chemists and craftsmen are working tirelessly — while thinking and planning for National Defense and its needs, which must come first.

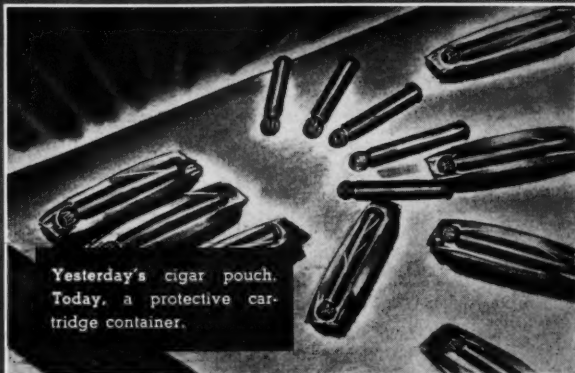
THE DOBECKMUN COMPANY
New York . . . Chicago . . . Oakland, Calif.
Headquarters, 3305 Monroe Ave., Cleveland, Ohio

*"Cellophane" is a trade mark of
E. I. du Pont de Nemours & Co. (Inc.)





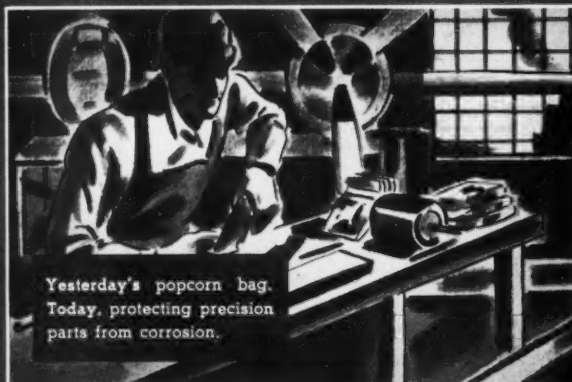
Yesterday, a laminated catalog "glorifier". Today, laminated protection for battle maps, charts, etc.



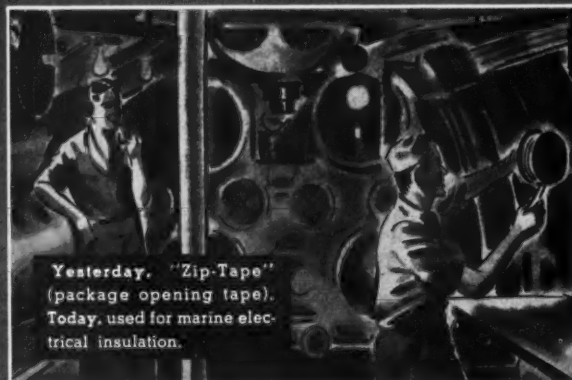
Yesterday's cigar pouch. Today, a protective cartridge container.



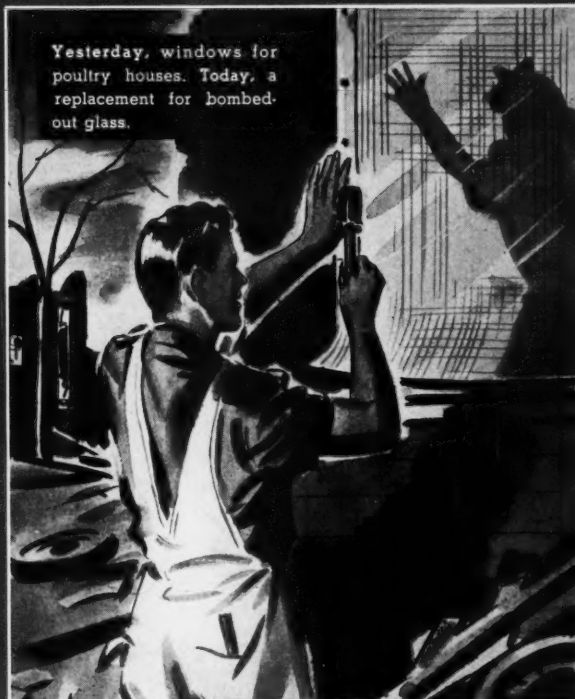
Yesterday, for quick-frozen foods. Today, packages for first aid bandages.



Yesterday's popcorn bag. Today, protecting precision parts from corrosion.



Yesterday, "Zip-Tape" (package opening tape). Today, used for marine electrical insulation.



Yesterday, windows for poultry houses. Today, a replacement for bombed-out glass.

★ ★ ★

To Our Customers

You have planned thoughtfully and ordered conservatively . . . Your patience in regard to designs, proofs and deliveries is our inspiration to greater efforts . . . Together we possess the ingenuity and resourcefulness to work out an answer to every emergency . . . You may count on us for continued cooperation to the limit of supplies and facilities . . . We count on you for your continued cooperation and patience.

THE DOBECKMUN COMPANY

T. F. Dolan
T. F. Dolan, President

Closure Liners

by E. C. Emanuel*

WHILE it is axiomatic that liners for each product should be specified according to laboratory tests, the choice of a proper closure and liner combination under present wartime conditions presents many new problems. During 1942, the manufacturer of packaged merchandise is faced with the fact that many of the vital raw materials needed for both facings and backings are not obtainable, or are procurable in only limited quantities, or where they are essential to the manufacture of some product used by the Army or Navy.

For instance, synthetic resins of various types, or their ingredients, are needed for defense purposes. Therefore, with such materials no longer available for general use, the problem of selecting the proper liner may be solved only through the expedient of selecting the *most suitable obtainable* material. Necessity may even dictate uses that do not afford the best possible seal in many instances. A brief summary of shortages in many liner materials will illustrate this point:

Aluminum: As foil and as closures, has been removed from general use.

Tinfoil: May or may not be readily obtainable.

Vinylite—At present scarce—may again enter the field due to increased production of this material.

Varnished Papers: Considerably improved in recent years (through the use of oil-soluble synthetic resins) may become less efficient, because of the necessity of using reduced amounts of the synthetic resins and the enforced use of substitute oils.

Solvenseal and Silite: Two special facings, recently placed on the market, will probably be obtainable, in only small quantities—or not at all since they are based on a urea formaldehyde resin. These two products have excellent resistance to solvents and, while not the equivalent of Vinylite and Panaseal when used with aqueous solutions, they appear to constitute liners that would meet fairly general usage.

Rubber Liners: Available but in reduced volume.

Panaseal and Raolin (both based on rubber): Will, in all probability, be obtainable since the volume of rubber required to produce substantial yardages of these facing materials is relatively small.

Backing materials: May likewise be affected by the program of national defense and wartime conditions. The materials most commonly used have been cork composition, pulpboard and newsboard. Cork composition will be available in reduced amounts; pulpboard and newsboard are difficult to procure.

It is never sound practice to issue a general recommendation for liners for such broad classifications of products as foods, pharmaceuticals, medicinals or cosmetics be-

cause of differences in formulation and different sets of ingredients. The presence of one common ingredient in a greater or lesser quantity automatically alters the possibility for reaction with the liner material. Even under ideal conditions, there is no liner material that can be accepted as being "all-purpose" in nature. All of the facing materials or liners may (under certain circumstances or with certain combinations of ingredients) react with the contents of the container. In addition, all liner materials fail with certain types of products.

Each product, therefore, dictates by the selection and proportion of its own ingredients the specific type of liner that must be used to obtain maximum efficiency in sealing. In all cases, the product should be subjected to tests in the laboratory of the cap manufacturer and a specific liner recommendation can then be developed.

As a guide to the liners used in the classification of various products, the following table will indicate the materials most widely used today.

SUGGESTIONS FOR LINERS

	Tinfoil	Vinylite	Panaseal Raolin	Varnished Paper	Waxed Paper	Rubber	Special
Dry Powders		x	x	x	x		
Mineral Acids							
Concentrated							x
Weak		?	?				
Alkalies							
Concentrated						x	
Weak		?	?			x	
Solid		x	x		?		
Alcohol							
U. S. P.	x	x	x				
Denatured	x	x	x				
Bleaching Solution		x	x			x	
Adhesives							
Liquid		?	?	?			x
Solvent type	x						
Cosmetic Creams		x	x		?		
Corn Cure							x
Foods							
Dry		x	x	x	x		
Olive		x	x	x		x	
Relish		x	x	x		x	
Mayonnaise		?	?	x		x	
Processed						x	
Liquor	x	x	x				
Nail Polish	x						x
Nail Polish Remover	x						x
Oil							
Animal	x	x	?	x			
Mineral	x	x	?	x			
Vegetable	x	x	?	x			
Essential	x						x
Organic Solvents	x						
Perfume and Toilet Water	x	?	?	?			
Pharmaceuticals	?	?	?	?			
Wine		x	x	x		?	

x indicates that the facing can be used with these products. Question mark indicates that the liner *probably* can be used, depending upon ingredients used in formulation of product.

* Chief Chemist, Glass and Closure Division, Central Technical Laboratory, Armstrong Cork Co.

*Benvenuto Cellini
would appreciate the beauty of
Heekin Lithographed Cans*

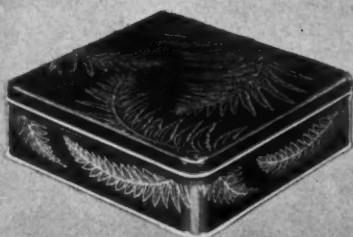


Famous Rospigliosi Cup
By Cellini in 16th Century. Now In The Metropolitan Museum Of Art Of New York.

BENVENUTO CELLINI, that genius of art and color, would marvel at the exquisite colors lithographed on tin by high speed presses and the unique designs and shapes of Heekin Lithographed Cans as they stand on the shelves or counters of thousands of retailers in all sorts of

businesses attracting customers and making sales. Heekin Metal Lithography is outstanding . . . yet inexpensive . . . long lasting . . . yet colorful. Heekin combines art with modern ingenuity to produce better lithographed metal packages. Let us help you make your package more attractive.

THE HEEKIN CAN CO., CINCINNATI, OHIO





Above. The two new designs released to date, showing how the logotype is repeated effectively on the packages to sell the family idea. Striking use of color and line make an arresting composition. Left. The newly created trade mark with the words "Sunshine Biscuits" simulating sun's rays. The chubby bakers are also on the packages.

New Costumes and a Trade Mark

More evidence of the tremendous changes in merchandising methods taking place in this era of the self-service market was the announcement during October that Norman Bel Geddes had been commissioned to "re-costume" the entire line of Sunshine Biscuits for the Loose Wiles Biscuit Co.

The first innovation was the development of a new trade mark, which with the celebrated Sunshine Baker characters, will eventually appear on every one of the hundreds of packages this company uses for its products.

Although the designs for some 30 packages have been submitted and approved, only the two illustrated here for the company's new Wheat Toast Wafers and for the "Cheez-It" crackers have been released to date.

"We are living in an era of revolutionary changes in the planning and designing of all kinds of stores," said Gene Flack, sales manager of Loose Wiles Biscuit Co., in a comment on the reasons behind this comprehensive new packaging program. "While we have always been a little proud of the design of our packages, we still were conscious of the fact that these designs were not as modern, streamlined and arresting in composition and color as an outstanding designer could make them.

"In the second place, we realized that they were not selling the family idea as effectively as we could and should. While the name Sunshine appeared on all the packages, it was not sufficiently distinctive to tell the prospective buyer that this was another quality product in our line and, if she had tried one of our products and liked it, she would also enjoy this one."

The new trade mark, which with an extensive adver-

tising program, will gradually become known to the public as the seal of quality of Sunshine Biscuits, uses the words "Sunshine Biscuits" as rays emanating from a sun. The color scheme for this will be carried out in each instance in keeping with each particular package.

On the first of these new packages to be released, this logotype is printed at the upper left-hand corner of both front and back panels of the waxed-paper wrapper sealed over the carton. On the top and bottom of the carton wrapper, it appears along with the Sunshine baker characters. These fellows also appear on the side panels with a reproduction of the product. The name, "Wheat Toast Wafers," with an exact reproduction of the product is carried on a diagonal white band across the face of the package in letters that are legible 50 feet away. The background color is bright red with six shafts of golden yellow wheat cutting across the design in silhouette at right angles to the band. The new trade mark and the other necessary information in small type complete the design. The same design is repeated on the opposite side.

The second in the series of Bel Geddes designs is a carton for the cheese crackers. For this the basic color scheme is red and yellow. The name of the product appears in huge block letters on the upper half of the carton face. A variation of the trade-mark sun theme has been utilized as background emphasis for an exact reproduction of the cracker on the lower part of the panel. Side panels also display the product name prominently along with the Sunshine baker and the cracker. The trade mark appears on the opening flap.

LITTLE THINGS THAT MADE A BIG DIFFERENCE

The first movable type successfully used for printing purposes was made by Gutenberg in the early 15th Century. This was one of the most important steps leading to the development of practical printing.



By the successful adaptation of the "top sealing" principle to the pry-off ledge glass finish, CCS developed the Vacuum Pry-Off Cap. Not only do VPO Caps provide a top vacuum seal, but additional protection is afforded by tiny lugs in the

rim of each VPO Cap which hold it on the container with a spring-like grip. VPO Caps are easily removed and may be snapped back on for a tight re-seal as often as desired. . . . For straight-line capping without timing devices, Vacuum Pry-Off Caps offer the maximum in efficient, economical sealing for hot-packed products.



**CROWN CORK &
SEAL COMPANY
BALTIMORE, MD.**

*World's Largest makers of
Closures for Glass Containers*



**CROWN'S PART IN
DEFENSE.** Building
tripod mounts for
anti-aircraft guns.

VPO VACUUM PRY-OFF

One of the 7 Closure Improvements CROWN brought you

1st.



Gift Appeal for Belts and Braces

A company that's a past master at using unusual packages to cinch its share of the holiday gift business is the maker of Pioneer braces, belts and garters. The Pioneer Suspender Co.'s 1941 Christmas line includes twenty or more novelty packages in addition to the company's regular line which is beautifully packaged in die-cut folding cartons and set-up boxes with transparent windows. The novelty boxes this year are more varied than ever and show the use of many materials including plastics, leatherette, metal and fabrics, as well as many interestingly designed paper set-up boxes. For the woman shopper, these packages solve the difficult problem of what to buy for hard-to-please men. A pair of braces, a belt—even a pair of garters—is a surprise in one of these attractive containers. The shopper has a choice of a gag package like the plastic

top hat or bowling ball shown above, both housing belts, or a wide variety of re-use boxes.

Several of the set-up boxes, like the one illustrated for garters below, are made to look like books. Several of the boxes have metal or metallic paper seals designed in the military motif, suitable for men in service. One of the plastic boxes (center, above) is a desk pen stand. Most representative of the Pioneer plastic boxes were selected for the photo above. The boxes below are of paper, leatherette or fabric, some with metal.

Credits: Plastic boxes, molded of Bakelite by A. L. Hyde. Transparent bottom box made by National Organ Supply Co. Metal seals by Stanley Mfg. Co. Cardboard boxes by George W. Plumly Co. Flint papers by Hampden Glazed Paper & Card Co. Gold paper by Artcole Papers, Inc. Lamination by Shellmar Products Co. Leatherette and combination fabric and metal boxes by Farrington Mfg. Co. and F. H. Noble Co.

(Page 62)



Now... Roses Bloom on the Christmas Tree



PRODUCT:
Jackson & Perkins Co.
Newark, N. Y.
PACKAGE:
F. N. Burt Company, Inc.
Buffalo, N. Y.

TUCKING a beautiful artificial rose... and a Christmas card announcing spring delivery of a real rose bush... into a package made entirely of Clear Transparent *Eastman Acetate Sheet*... the florist turns off-season months into highly profitable ones.

Perhaps a product in which you are interested can be similarly transformed into a gift item... with a welcome increase in sales and profits.

As a first step, try *Eastman Acetate Sheet*. It's a "natural" for gift packages, because it keeps things so fresh and clean, and makes them look so inviting. What other packaging material says "Gift" so quickly and convincingly?

If you are a producer of packages, write for free working samples (specify type, thickness, dimensions). If you are a user of packages, write

for the names of fabricators near you... Eastman Kodak Company, *Chemical Sales Division*, Rochester, N. Y.

Specifications and Fabrication Data

Eastman Acetate Sheet is available in rolls up to 40" in width and any convenient length, and in stock- and cut-to-size sheets. *Clear Transparent* type is furnished in thicknesses up to .020"; *Matte Translucent* type (matte surface one side) in thicknesses .003" to .010"; *Colored Translucent* type (pigment coated one side) in thicknesses .003" and .005"—in a wide range of light-fast pastel shades. All three types of *Eastman Acetate Sheet* can be scored, folded, pleated, fluted, molded, drawn... take printing inks without wrinkling... can be sewed, crimped, stapled... cement with an unyielding bond... do not crack or shatter.

• • •

BRANCH OFFICES: *New York*, Eastman Kodak Company, 350 Hudson Street; *Chicago*, Eastman Kodak Company, 1727 Indiana Avenue. PACIFIC COAST DISTRIBUTOR: Wilson & Geo. Meyer & Co.—*San Francisco*, Federal Reserve Bank Building; *Los Angeles*, 2461 Hunter Street; *Seattle*, 1020 So. 4th Avenue. CANADIAN DISTRIBUTOR: Paper Sales Limited—*Toronto*, 11 King Street West; *Montreal*, Sun Life Building.

Show Boxes Give New Life to Candy Sales



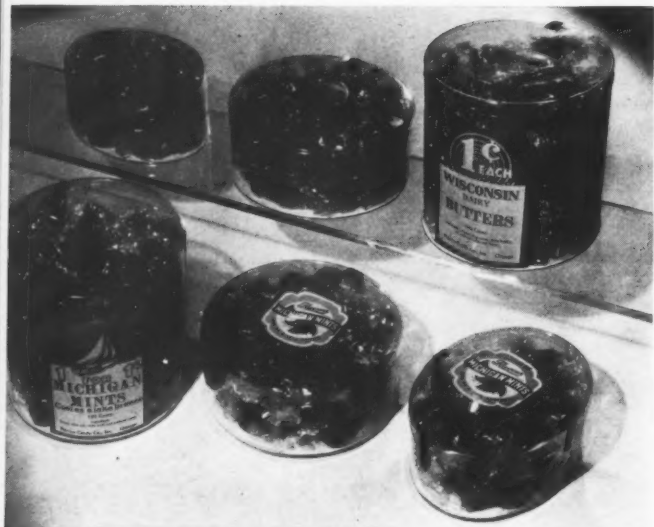
With the help of transparent packaging three different companies revitalized their candy merchandizing. Mr. Myers of the Joe Franklin Myers Industries, Dallas, Tex., had been manufacturing candy for many years. Business was steady, but it was slow. Something was needed to pull it out of the doldrums, he felt, and he began to play around with a number of ideas. He finally decided that what he really needed to do was to take his complete line of candies and re-package it. When he had finished, his candy family had all the sparkling freshness of the revival of an old drama in modern dress.

Since his candies were all delicately flavored, he chose rigid plastic sheeting in pastels with which to cover the various kinds of candy. Some of them he placed in transparent boxes and for others he used rigid transparent cans, some with tops and bottoms of paper-board and others of metal. The edges of these containers are printed with an old-fashioned lace effect. The whole treatment—color scheme and delicacy of design—makes for a decidedly refreshing and appetizing appearance. The tall cylinder-like containers were especially designed to protect the thin sticks of candy which otherwise would be easily broken.

Another company which found the use of transparent boxes to enhance the quality of their candies to be very successful is the Flavour Candy Co., Inc., of Chicago. Their round and oval shape, crystal-clear boxes in various sizes reveal the fine colors of the candies themselves. The ice-blue of the Michigan mints and the rich amber of the Dairy Butters as seen by the shopper through the boxes have plenty of appetite appeal. Since the candies themselves are especially luscious in appearance, the company decided that the containers should be of the sort that would bring out this quality. Transparent boxes do this admirably and, if the design and information on the box are kept simple, the emphasis can be placed strictly on the candy. The boxes are also handsome enough for the candy to be served from them and to make valuable re-use containers. The larger ones may be displayed effectively in stores near the cash register where shoppers are frequently tempted to purchase a penny candy.

Walter Baker & Co., Inc., Dorchester, Mass., enlivened the packages for their milk chocolate wafers by using a folding box with a bay window running the length of the top. Each wafer is wrapped separately in gold and silver foil. The transparent sheeting is protective and at the same time shows off to advantage the colorful ensemble. To identify the wafers as part of the Baker "family" of chocolate products, the company's trade figure appears on each package.

Credit: Boxes by Central States Paper & Bag Co., A. E. Robinson and Russell Box Co. Cellulose acetate sheeting by Celluloid Corp.



STEADY PERFORMANCE

FOR A LONG TIME !



- LABELS ● CARTONS
- DISPLAYS ● POSTERS
- FOLDERS ● BOOKLETS
- DISPLAY CONTAINERS
- CALENDARS

"OLD FAITHFUL"—that's the way The United States Printing & Lithograph Company is regarded by the large number of organizations it has served with Packaging and Advertising Materials for many years. Some of these friendly connections dating back 74 years. In the present emergency "U-S" dedicates all its resources and buying power—all its skill and experience—plus the tremendous production facilities of its five great plants to the continued service of its customers.

The **UNITED STATES PRINTING & LITHOGRAPH CO.,**

AND DIVISIONS ★ ★ ★ HOME OFFICE • 342 BEECH STREET • CINCINNATI, OHIO



BROOKLYN



BALTIMORE



CINCINNATI



ERIE, PA.



ST. CHARLES, ILL.

Testing Adhesiveness of Gummed Tape

by CHARLES G. WEBER*

The purpose of testing any specific paper is to determine whether it fulfills the requirements of the job for which it is intended. The suitability of a paper usually depends on numerous factors and, unfortunately, it is not always possible to relate its measurable properties directly to the most important factors involved in its use. Until recently, this has been the situation with respect to the evaluation of gummed paper tapes used for sealing fibre shipping containers. In the past, it has been common practice to specify that the tape meet certain definite requirements pertaining to the weight and strength of the paper, the amount of gum and, perhaps, the odor of the gum. However, nothing was specified regarding the sticking quality for the very good reason that there was no satisfactory method of evaluating that property, even though it was recognized by manufacturers and consumers to be one of the most important factors involved in the use of the tape. Now, after years of development, a reliable test for determining the adhesive strength is available and it becomes possible to make a real evaluation of its usefulness.

The present method involves the use of a machine which is essentially a modification of the device invented by Wm. McLaurin a number of years ago. McLaurin's idea was embodied in a tester that was built by the Thwing Instrument Co. in 1927. Although the tester in that form did not prove satisfactory for the determination of adhesive strength, it did serve as the

basis for further development which resulted ultimately in a satisfactory apparatus. Inasmuch as the later development work was done under the direction of G. H. Harnden of the General Electric Co.,¹ the testing machine in its present form should perhaps be called the "Harnden-McLaurin Gummed Tape Tester." Recently, the instrument was investigated at the National Bureau of Standards at the request of the Paper Technical Committee of the Federal Specifications Executive Committee. The committee desired information on the performance of the apparatus to guide them in revising Federal Specification for gummed tape.

The test consists essentially in sealing two adjacent edges of a standard test paper with a 5½-in. length of the tape in question and measuring the force required to break the seal after allowing the gum to set for a given length of time. The apparatus for making the test consists of a tape holder with means of moistening and dispensing a measured length of the tape, a cutter, an affixing roller, a device for measuring the strength of the seal, and timing and synchronizing equipment. The entire assembly is shown in photo below.

The device for measuring the strength of the adhesive bond or seal is made to simulate in some measure the stress exerted by the flaps of a fibre container on the seal which holds them in place. Two platens, A, adjacent and in the same horizontal plane form a table-like top divided in the center. The platens are balanced and are so pivoted that tilting them will open the crack

* Senior Technologist, National Bureau of Standards.

¹ ASTM Bulletin No. 98, 23: 27 (May 1939).



Left. The Harnden-McLaurin gummed tape tester with motor drive and synchronized timing control. Two platens, A, adjacent to and in same horizontal plane form a table-like top divided in center. Clamps, B, secure a sheet of standard test paper, C, which is divided by passing a sharp knife through the crack between two platens. Tape is centered over slit in standard paper and pressed down in definite time sequence under heavy rubber-covered roller, D.



She KNOWS THAT CAN!

She may be a trifle young to qualify as an expert on brand identification . . . but that brightly colored can already means something in her life!

Quaker Maid Syrup . . . packed by the Atlantic Syrup Refining Company of Philadelphia . . . is a highly regarded ingredient in many formulae for infant feeding, and carries the American Medical Association seal of approval.

Naturally . . . the preservation of its original purity is all-important. So Quaker Maid Syrup is packed in Crown Cans!

But brand identification is important, too, and the makers are highly pleased with the accuracy with which Crown reproduces the photographs on their container . . . and retains all the clarity and vigor of the original artwork.

CROWN CAN COMPANY,
PHILADELPHIA, PA., *Division of Crown Cork and Seal Company*, Baltimore • St. Louis • Houston • Madison • Orlando • Fort Wayne • Nebraska City

INDEPENDENT
AND HELPFUL

CROWN CAN

TABLE 1
TEST VALUES OF 3-INCH GUMMED TAPES OBTAINED WITH HARNDEN-MCLAURIN GUMMED TAPE TESTER

Tape Number	Adhesive Strength—Points		
	Operator A	Operator B	Average
1	34	32	33.0
2	45	42	43.5
3	25	25	25.0
4	22	20	21.0
5	40	38	39.0
6	50	48	49.0
7	42	45	43.5
8	46	52	49.0
9	49	47	48.0
10	63	57	60.0
11	42	46	44.0
12	46	46	46.0
13	31	33	32.0
14	28	30	29.0
15	21	22	21.5
16	45	50	47.5
17	38	39	38.5
18	45	45	45.0
19	51	53	52.0
20	39	41	40.0
21	41	41	41.0

between them after the manner of a double gate, opening upward. Clamps, *B*, on the platens secure a sheet of standard test paper, *C*, which is divided by passing a sharp knife through the crack between the two platens. A measured length of the gummed tape being tested is moistened, cut off and centered over the slit in the standard paper and pressed down mechanically in a definite time sequence under a 10½-lb. rubber-covered roller, *D*, after which a catch is automatically tripped to release a raised pendulum. The falling of the pendulum tilts the platens to rock the adjacent edges apart causing the adhesive bond to slip or give way. The pendulum swing is retarded in proportion to the work done in overcoming the gummed tape seal, the principle being similar to that used in the Elmen-dorf tearing tester. The strength of the bond is therefore determined. The scale is read opposite a friction pointer to indicate the energy required to break the bond. The scale units are empirical, but the values are proportional to the load. For example, the strength of a seal as indicated by a scale reading of 60 is three times as great as that indicated by a reading of 20.

With the exception of the brush moistener, which is hand-operated, the apparatus is motor-driven, electrically timed and synchronized to provide semi-automatic operation. The operation of the knife which cuts the moistened tape starts the motor-drive. It is

then only necessary for the operator to place the specimen of tape in position and the remainder of the operation is fully automatic. The testing interval, which is started by cutting the specimen and completed by tripping the pendulum, is 5 seconds. The average value of the scale readings for not less than 25 consecutive test specimens of a tape is usually reported as its adhesive strength.

The apparatus is operated in a laboratory where the standard atmospheric conditions for the physical testing of paper, 50 per cent relative humidity and 73° F., are maintained. The test paper has been carefully standardized with respect to type, weight, thickness, strength, smoothness and rate of water penetration. It is used only after it has been conditioned to hygrometric equilibrium with the standard atmosphere. The amount of water delivered to the gum by the moistener is controlled by standardizing the type and size of the brush, its extension above the water and the maintenance of a constant water level. Distilled water is used and the brush is cleaned at frequent intervals. Each new machine is calibrated by the manufacturer against a master instrument before it leaves the factory and is guaranteed to be accurate within 1 per cent at all scale readings. A spring calibrating device and master apparatus are available for later calibrations.

In its investigation of the apparatus, the Bureau gave particular attention to certain variables affecting the results, such as the sensitivity of the test, the reproducibility of results by the same operator and by different operators. While it is recognized that the present method does not give absolute values, it does offer a reasonably convenient means of giving a numerical value to the most important property of the tape, its adhesive strength. The test, like many other physical tests, is subject to a number of variables. However, the method has been developed to the point where most variables are eliminated or controlled.

Tests of a series of competitive tapes from different manufacturers revealed a very wide variation with respect to adhesive quality. Some data from a typical series of tests are shown in Table 1. It will be noted that some of the samples had adhesive strength nearly three times as high as other competitive tapes, which indicates the importance of measuring this property. The table includes test values obtained by two different operators on the same tapes for the purpose of illustrating the reproducibility of the test. Good check results were obtained by these two operators. Equally good agreement has been obtained between the Bureau and the Works Laboratory of the General Electric Co., which has like apparatus and follows the same testing procedure.

The test method for adhesive strength of gummed tape in its present state of development appears to be satisfactory for evaluating the ordinary commercial sealing tapes. It has made possible the setting up of quality standards, which could not be done before since no satisfactory method of measurement was available.



A CURE FOR PROTECTIVE PACKAGING "Headaches"



With PLIOLUX, your preferred bag maker can provide containers that guard against loss of flavor, freshness and appetizing goodness due to moisture-vapor loss or gain. After four years of intensive development and collaboration with The Goodyear Tire & Rubber Company, this much-needed and unique heat-sealing protective transparent material becomes a reality.

FLAVOR SEALED — FACTORY FRESH

A Pliolux package is equal in protection to metal for many types of "moisture-hungry" products. It keeps products factory-fresh with all the natural flavor sealed in because it offers maximum resistance to moisture-absorption or moisture-evaporation. Guards against undesirable dryness or soggy.

HEAT SEALED WITH AIRTIGHT WELD

The heat-sealing quality of Pliolux together with its own non-porosity keeps food products from absorbing or giving off moisture-freshness. Don't think of Pliolux as just another piece of paper—it is much more than that—its genuine protective and superior qualities safeguard both your product and your reputation.

MOISTUREPROOF

plus

GREASEPROOF

and its

HEAT SEALING

also its

TRANSPARENT

99% LESS MOISTURE TRANSFER

Extensive scientific tests prove that there is about 99% less moisture evaporation or absorption with heat-sealing Pliolux as compared with commonly used papers. This reduces shrinkage because packages are hermetically sealed against loss of inherent moisture. All the natural freshness of products is retained in air-tight packages.

PRACTICAL PRINTING QUALITIES

Pliolux papers are easily converted into many types of bag containers printed in crisp, clean colors. A practical printing surface plus proper affinity for ink provide the opportunity for containers tops in "eye-appeal." This high-gloss, moisture-vapor-proof material affords opportunity for the strongest type of selling display.

RHINELANDER PROTECTIVE PACKAGING PAPERS

Genuine Greaseproof
Laminated Frozen Food Wrappings
Confectionery Papers
Cereal Wrapping Papers

Laminated Greaseproof Papers
Lard and Shortening Liners
Bakery Product Wraps
Coffee Bag Papers

Cracker Box Liners
Greaseproof Innerwraps
Glassine Papers, Plain, Colored
and Embossed

Wax Laminated Glassine
Opaque Label & Bag Glassine
Packing Industry Wrappings—
and Specialties to order

RHINELANDER PAPER COMPANY • RHINELANDER, WISCONSIN

U. S. patent digest

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 10 cents each.

BOX. E. C. Mulnix (to L. Joseph, Oak Park, Ill.). U. S. 2,260,951, Oct. 28. A box having a removable lid and a flexible element having stops adjacent to its ends with slits in opposite walls of the box extending downward from the top edges to a depth beyond the lid with a hole in one wall adjacent to the bottom and of a size to permit the passage of one of the stops. The slit in one wall is enlarged at its bottom and the flexible element from one end is secured in the slit in the box.

CARTON STRUCTURE. C. F. Richard, Battle Creek, Mich. U. S. 2,257,977, Oct. 7. A fruit and berry crate which consists of a single thickness bottom panel with side and end panels contiguous with and hinged jointly to the bottom panel and has a flap on each edge of the side panels. The container also includes short top flaps on two end panels and one side panel and a long top flap hinged to the upper edge of the side panel and at least two tongued clips extending over the free edges of the top flap opposite the hinge. All faces are equipped with symmetrically and identically located ventilating passageways in the top and bottom panels, while the interior carries a spacer member between the horizontal tiers of foods.

DISPLAY CARTON. D. A. Larkin (to Hinde & Dauch Paper Co., Sandusky, Ohio). U. S. 2,259,041, Oct. 14. A blank form adapted to be folded into a carton made up of front and rear panels interposed with side panels, top closure panels of rectangular shape and of a height equal to half the width of the rear panel. A diagonal bend line runs from the top edge of each side panel at 45 degrees to the top edges.

PACKAGING AND FILLING MACHINE. H. L. Evans (to United States Automatic Box Machinery Co., Inc., Roslindale, Mass.). U. S. 2,259,302, Oct. 14. A machine consisting of an endless conveyor mechanism with gripper devices and a reciprocating plunger blade cooperating with a guide for material and means to supply predetermined lengths of sheet material relative to the plunger blade and guide subject to be engaged and folded upon itself into a package blank.

SPACER FOR CARTONS AND THE LIKE. E. C. Hollingsworth (to River Raisin Paper Co., Monroe, Mich.). U. S. 2,260,181, Oct. 21. A package consisting of a carton with a spacer adapted to receive one end of an article to be packaged. The walls are secured together, forming a unitary structure with flanges extending perpendicular to the end walls and having flanges flared outward. The junction of adjacent walls of the carton suspend the spacer parts of same.

CONTAINER. A. A. Olson, St. Paul, Minn. U. S. 2,260,230, Oct. 21. A container for holding and displaying fruit, made up of a body formed from wire mesh material provided with bottom and upright walls and an open top. There is a continuous wire frame about the open top with strands of the interstices fixed thereto and equipped with a lining formed from a single blank of transparent sheeting material folded to provide a bottom and upright wall portions with corner tongues. The flaps of the transparent lining are secured to the outer faces of the upright wall for securing the lining, which is equipped with drain openings, to the body of the container.

DISPLAY CARTON. J. M. Barr & T. F. Smallcomb (to Worcester Paper Box Corp., Medford, Mass.). U. S. 2,260,428, Oct. 28. A display carton which may be used for a shipping carton and of a rectangular parallelepiped form which may be converted into a rhomboidal parallelepiped form for the purpose of displaying its contents. The bottom, front and back walls are connected by the side walls along a score line extending throughout the width of the base. Integral side flaps extend upward in contact with the respective side walls, the flaps having their rear edges normal to the lines of junction with the bottom wall and its front, free edge inclined from the line of junction, while the flaps function to support the carton in either its upright or reclined positions.

RECEPTACLE FOR TRANSPORTING AND DELIVERING LIQUIDS. P. M. E. Deshayes (to Jean D. Segur, Chicago, Ill.). U. S. 2,260,008, Oct. 21. A flexible receptacle for liquids having no rigid closure, comprising a receptacle body, a depending filling hose extending within the body and operating as a check valve and

as an overflow. There are means for suspending the ends of the filling hose from the adjacent end of the receptacle and a discharge hose for the controllable distribution of the liquid.

COSMETIC SAMPLING DEVICE. D. C. Scott, Alameda, Calif. U. S. 2,257,981, Oct. 7. A color sampling device comprising a base, arcuate support members mounted in guide frames capable of adjustment to various degrees of angularity with respect to the base. A mirror is carried by the frame so that an operator may view a facial image. A coating having an opening permeable to light and corresponding in outline with a visual image of the viewer's lips. A dial is carried by the hub for rotating and positioning so as to move below the coating opening a dial with a plurality of segmental areas of colors movable so as to change and register same under this opening.

MACHINE FOR SHAPING AND SEALING FILLED PAPER BAGS. H. Anderson (to General Mills, Inc., Minneapolis, Minn.). U. S. 2,257,777, Oct. 7. A device for closing and sealing bags with means for intermittently conveying a succession of filled bags through the machine and longitudinally intucking a bag, transversely scoring the top of the bag prior to closing same. Means are provided for gluing the top of the bag, transversely folding the bag top, closing same and then inverting the bag so that it stands on the glued top until the glue is partially set.

WRAPPING METHOD. A. A. Kottmann (to Micro-Westco, Inc., Bettendorf, Iowa). U. S. 2,260,324, Oct. 28. A wrapping machine having a conveyor to advance articles to an in-feed station with a carrier to receive the articles and advance them in the machine. The conveyor is arranged to move individually each article to the carrier to feed wrapping material to an article in receiving position. The article is partially enveloped by the wrapping material and a pivotally mounted member, having a curved surface on one side for smoothing the wrapping material against the article which is advanced on the conveyor.

METHOD AND APPARATUS FOR PACKAGING ARTICLES. C. H. Petkeyes (to Micro-Westco, Inc., Bettendorf, Iowa). U. S. 2,260,332, Oct. 28. A wrapping machine having a wrapping mechanism and an in-and-out feed station with a movable carrier to receive an article. Means are provided for actuating the carrier, including an oscillated lever and link and a cutter for severing the web of wrapping material with means for actuating the cutter, including a reciprocating member actuated by the lever. Carrier and cutter move in synchronism.

Modern Display

Product display in department stores

by Gordon Cole*

THERE is no greater opportunity in the whole field of advertising for an individual or a company to display sounder judgment than in the planning of store display material. Certainly few advertising men will deny that more money is wasted each year in this phase of their work than in any other. Whether the waste is due to the fact that a display fails to function effectively or to the fact that it is never used, the net result is the same—a financial loss to the advertiser.

It is consequently logical to assume that if a manufacturer wishes to increase the efficiency of his advertising dollar, he may well begin with a study of his display operations. And as it has been our experience that our displays did not produce satisfactory results until we planned them along functional lines, we believe the first thing the manufacturer should do is to determine what

the specific functions of his store displays should be.

By the phrase, "specific functions of store displays," we mean the manner in which displays must work in order to produce results in different store selling situations. We do not mean the result they should produce, which is the same under all conditions and at all times, and that is the sale of merchandise. We stress this point because we believe that the only reason why a retailer should give valuable space to a manufacturer's display material is in the expectation that he will increase his sales by so doing. It is the only reason why a retailer should advertise a manufacturer's brand.

What, then, are the important store selling situations where display material featuring a manufacturer's brand or product can function effectively? Can they be defined and classified? Possibly not, if widely different types of distributors are involved. Unquestionably yes, if dis-

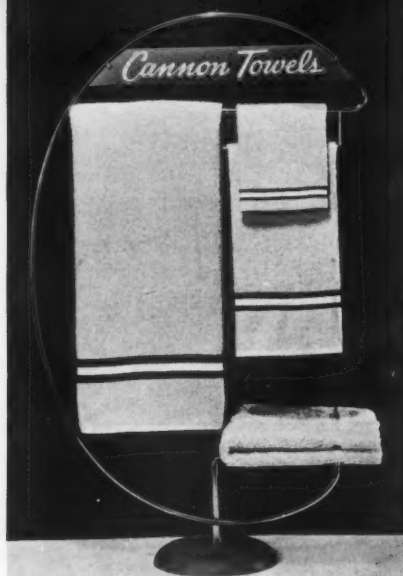
* Advertising Manager, Cannon Mills.

Types of booths designed by Cannon Mills for use in aisles of department stores during the Christmas season. Each year detailed construction plans, together with the required amount of trimming material necessary to complete the unit, are sent to retailers. Actual expense of construction is borne by the store. Booths are often used on main floor.





1



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tributors of only one type are considered. And as a "shoemaker should give no opinion beyond shoes," we shall speak about the kind of distributor we do business with—the department store and dry goods retailer.

So far as this type of distributor is concerned, the more important store selling situations offering display opportunities are: 1) Windows; 2) Counters; 3) Ledges; 4) Walls; 5) Aisles; 6) Tables; 7) Floor space. Let us quickly analyze each of these situations and see how a typical manufacturer deals with them.

1. Windows: in the department store field, window displays present the most difficult problem that the manufacturer of a nationally advertised brand has to contend with. Store windows are in great demand and hard to get. Reserved principally for seasonable merchandise or merchandise with fashion significance, they are spoken for and allotted many weeks in advance of their installation. Many stores use no manufacturer's material because all windows are especially designed by the display manager of the store.

The amount of space allotted to a manufacturer's product is usually in direct ratio to the importance of his product and his sales to a specific store. Beyond the space that a product will get on its own merits, the most effective inducement a manufacturer can offer is a selling idea which is so tempting that the store will incorporate it in their windows. A number of manufacturers have secured many window displays by employing a specialized organization to design and build traveling displays that are generally pretentious in character and are invariably built around a sound selling idea.

Cannon secures many windows because of the importance of their products to many stores. In the past they have spent large sums of money in preparing window display material. Today their efforts are confined almost entirely to creating interior displays. These are used over longer periods of time and in their particular case produce more tangible results.

It is only fair to state that these conclusions do not apply to thousands of smaller dry goods stores and certainly not to other types of retailer outlets such as drug,

grocery, cigar stores, etc., throughout the country.

2. Counters: counters in department and dry goods stores are generally reserved for merchandise—not for display material. As they separate the sales clerk from the customer, they must not hide one from the other. They, consequently, offer most manufacturers an extremely limited opportunity for their display material. Please note that we do not say, for the display of their products. If a display piece can be designed that will hold a product, that will show it off to advantage, that will feature the brand name and that will speed up rather than retard sales, it will be used and will function.

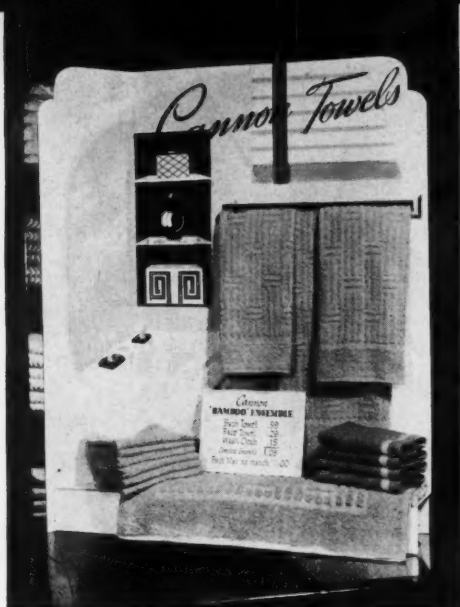
The Cannon hosiery stand is a typical example of an effective counter display. Women like to examine the stockings they buy. They want to feel the fabric, see the color and test the stockings for sheerness and weight. Several of these stands, each featuring a different weight of stocking in a complete color range, make it easy for the customer to select the particular stocking she wants. These stands are in a measure self-selling displays. They carry the Cannon name, yet they are designed primarily to sell merchandise.

The Cannon towel identification sign is another example of a display piece that is appropriate for counter use. It takes up little space and is designed to harmonize with any department's or dry goods store's decorative scheme. Identification signs are worth their weight in gold if they feature the name of a product that is widely and consistently advertised to the consumer. Without being conscious of the fact, many women will buy the advertised product simply because they see the sign when they are at a counter. They have confidence in the product because they have seen it advertised and they buy it without hesitation.

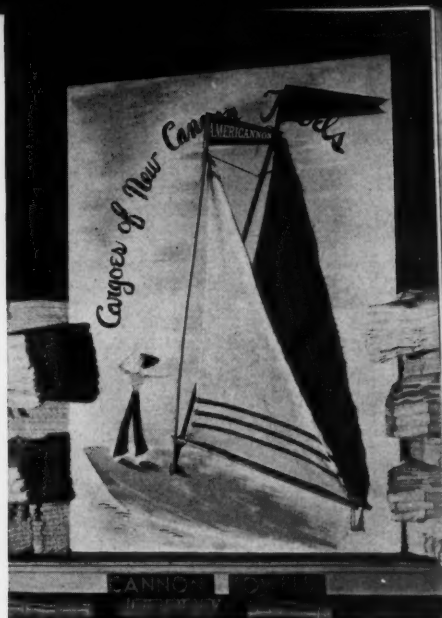
It is Cannon's conviction that most women will not read long selling messages when they are shopping. Cannon spends hundreds of thousands of dollars each year in consumer magazines to sell women when they are in their homes. It is Cannon display material in the stores that reminds women of this advertising and that enables them to cash in on this large investment.



3



4



5

3. Ledges: most department and dry goods stores have ledges and ledges are made to order for display pieces. About the only limitation in design is that the display piece be big enough to be seen and the lettering large enough to be read at a distance. Two successful Cannon displays designed especially for ledges are a large electric sign that features only the name of the product—"Cannon Towels"—and a large cardboard display piece reproducing a section of a bathroom and providing a slot towel bar where actual towels may be hung.

These two display pieces have one very important attribute. They are extremely long lived. The cardboard display is so constructed that a retailer can change the towels in the slot bar as frequently as he desires. New merchandise selected from stock of a different pattern and color gives the display a completely new appearance. While the display is shipped flat in a carton, it is so designed that, when set up, it gives a three-dimensional effect. An important feature is a platform at the bottom where bath mat, wash cloths or other bathroom accessories can be placed.

A chart on the back of each display suggests the correct colored towels to feature against the color background. For busy display men and hurried salespeople these charts are invaluable.

4. Walls: walls offer an extremely limited opportunity for displays. However, there are occasions when they can be used. As conditions vary widely in different stores, the display generally has to be tailor-made. It seldom pays to design displays and produce them in quantity for this purpose. Lighted shadow boxes featuring actual merchandise, posters and colored blowups of consumer advertisements are examples of appropriate displays for this purpose.

5. Aisles: aisles are generally reserved for traffic. However, there are occasions, usually when a store is holding a special sale, when tables or booths can be placed in them. Cannon towels and sheets, packed in attractive gift boxes for Christmas selling, have been widely displayed in this manner. Each year Cannon designs a Christmas booth which (Continued on page 92)



6

1. A type of step-up fixture designed for volume selling of towels in matched sets. 2. An identification sign that takes up little space and harmonizes with any decorative scheme. 3. An effective counter display featuring hosiery which permits women to examine the fabric and test it for sheerness and weight. 4. A ledge unit, reproducing a section of a bathroom and having an actual bar where towels may be hung. 5. A shelf and counter arrangement with a clever poster. The sail is of toweling. 6. With towels, dish cloths, pot holders, etc., invitingly shown, customers are reminded of needs and find it easy to buy extra goods. If clerks are busy, customers quickly serve themselves. Most effective placement is at elevators or near store entrance.

This point-of-sale cabinet for Abbott Laboratories products, made of light-colored plastics, weighs very little and has an attractive translucent effect. An outstanding feature is the adjustable storage compartment in the back, which provides a convenient place for stock packages. Thus, it is possible for the druggist to sell from the display instead of having to go to the shelf to get the product. It is well built for long service. Produced by Price Bros.

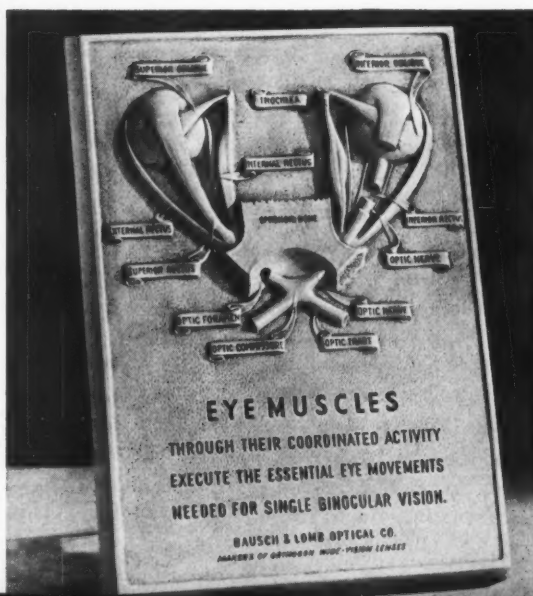


An excellent human interest subject as portrayed in the inimitable style of Norman Rockwell becomes the focal point of a window showing Upjohn Vitamin Products. This colored illustration of a young fellow intently "making muscle" is reproduced as a framed picture. Through informative side cards and the placing of actual bottles and cartons on shelves of the center piece, a complete story of the products is told. Unit is adjustable for use on counter. Display by the Forbes Lithograph Co.



This lithograph cut-out features Lederle Laboratories Vi-Delta Vitamins and is being distributed nationally through the drug trade. The increasing use and the importance placed upon vitamins today by the medical profession and dieticians assure public interest in an informative display stressing the value of vitamins for children. The cut-out may be used either in the window or as a counter stand. Made by Hussey, Woodward, Inc.

Bausch & Lomb Co., in their study of display material for their dealers, realized the need for a good representation of the human eye to be used in the offices of optometrists and opticians. This anatomically correct plaque is made of a wood plastic which faithfully reproduces minute details with accuracy. The plaque is 10 in. by 14 in., is finished in antique ivory and has a velour back. The plaque is conveniently supplied with both a hanger and an easel. Made by Syracuse Ornamental Co.





A forward step in the promotion of Bantam weather-proof sportswear merchandising is this rack which bears the firm's trade mark. Retail clothing stores are chary about giving prominence to displays of manufacturers' brands unless they are skillfully arranged to save valuable store space. This rack offers brand identification and space saving in one compact unit. Made by Robert Wolff Woodcraft Corp.



Pictures of English refugee children talking from NBC's Radio City studios to their parents in London were recently used by the F. A. O. Schwarz toy store in an effective window display to tie up the shipment of toys from Britain. The wooden shipping containers afford an excellent background against which to show the different toys and the placard in wood-grain effect carries out the general theme.



Revlon cosmetics are shown here in a smart, compact group. The base of the display is made of wood painted pink and the lettering is in plum. A cover of rigid plastic sheeting gives adequate protection and enhances the appearance of the jars and bottles. The display has the advantage of presenting a complete line of cosmetic products as a single unit. Rigid plastic sheeting by Celluloid Corp.

DISPLAY GALLERY

An almost life-size window cutout helps the liquor retailer build up a specialty week for Schenley products. It is lithographed in full color and a realistic appearance is obtained by showing the simulated wooden box and the bottles on two different planes. The smaller card with easel back for counter use repeats the design of the window piece. Balloons have copy which ties in product and retailer sales promotion. This cartoon device gives animation to unit. Display by The U. S. Printing and Lithograph Co.

For use in jewelry and stationery stores during the Christmas season is this display for Sheaffer's pens and pencils. Particularly timely is the use of the large reproduction of Leutze's well-known painting of Washington Crossing the Delaware—Christmas 1776. The patriotic theme is emphasized by a card showing a soldier holding a pen and pencil set. Another card pictures a pretty girl admiring a Christmas gift set which she has in her hand. Made by Badger Merchandising Displays, Inc.





1

Year's Best-Liked Back-Bar Pieces

Dealer displays for beer can be made to promote sales and yield greater profits for both advertiser and dealer if they are planned and managed carefully and if they can be made to speak a specific and convincing language. Leading brewers throughout the country have found these tenets to be true after an examination of those displays which have over long periods proved to be most successful.

The displays illustrated in this article represent those found particularly effective by a number of different brewers for use on the backbar and in the interior of restaurants, grocery stores and the like. Most of them have been used for a year or more with but slight variations in design and make-up. One had its origin in questionnaires sent out to the brewer's dealers, asking them the kinds of displays they preferred; another, in the specialized knowledge of some of the members of the company; still another, by pre-tests, in which different types of displays were circulated and checked for popularity. All the displays finally adopted, however, embodied certain basic elements which the breweries believe have made for their success. They are of three general structural types—counter stand, hanging sign and plaque, the latter to be hung on walls or the pillars so frequently found in bars and restaurants. These were the types which dealer surveys revealed were most popular because they took up a small amount of space and yet the design was strong enough to get the message across. Another point upon which most dealers were in agreement was that of permanency. They liked displays that would hold up over a period of time and those which did not necessarily carry any seasonal emphasis. Although beer is sold perhaps in greatest quantities during the summer months, it also has steady sale during the rest of the year. Therefore, whatever

copy is used on the displays is equally good in any of the four seasons.

To meet the desire for permanency, all these displays were made of wood. The Rheingold plaque is painted in gold; the one for Gunther's beer in coarse-grained wood has a lacquer finish for protection. This old tavern sign with its ancient lettering in black and gold and antiqued metal chains and brackets blends well with the majority of dealers' fixtures. Realism is imparted to objects such as the eagle by use of molded

2



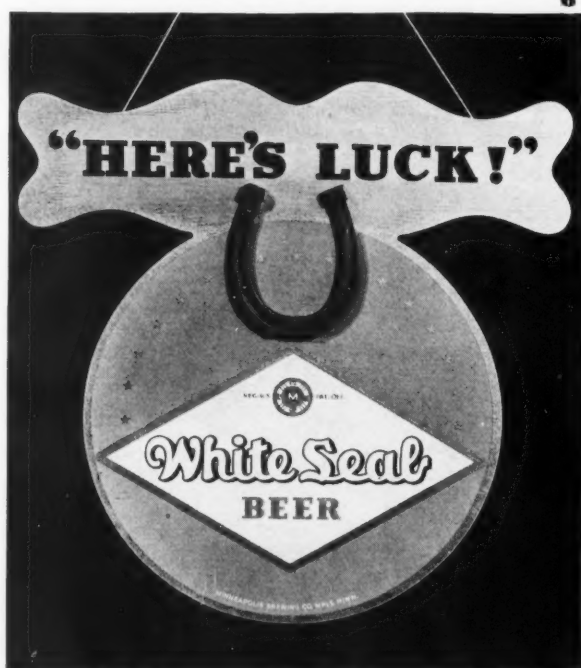
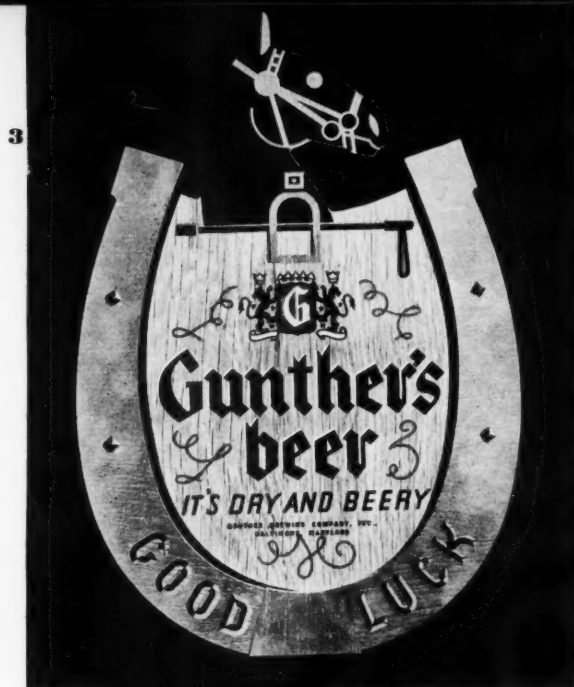
wood pulp which has the appearance of three-dimensional hand-carved work.

The horseshoe on the White Seal sign is a real iron one. This unit with its good luck symbol is one of those best liked by both dealer and customers, probably because most symbols for good luck make a genuine human appeal and have been popular during all ages. In the Gunther's beer backbar piece a giant-size horseshoe is tied in with the conventionalized head of a horse, stirrup and riding crop.

Examples of the dealer-cooperative type of display are those for Schaefer. The one with the telephone has allotted space for the dealer's phone number which can be lettered in by the local sign painter. Often the brewer makes arrangements for this to be done. In this display the brewer's name is tied in with the dealer's delivery service and because the sign is in fact a kind of aid to the dealer, he is inclined to give it a preferred position. Another cooperative unit used by Schaefer is that which draws attention to other products sold in a store or, as in this particular case, calls attention to a restaurant's menu specialties. Cooperative units like these have proved their worth from the dealer's point of view by jointly merchandizing beer and food.

Credit: Made by Kay Displays, Inc.

1. With its message of good cheer, the effect is that of an old tavern sign. 2. Eagle and stars link Rheingold's trade mark to patriotic theme. 3. Gunther's label reproduced on a natural oak wood background. 4. A telephone sign ties up brewer's name and the dealer's delivery service. 5. A cooperative unit that wins permanent display space because it serves a definite purpose in the restaurant. 6. A real horseshoe of iron is used on this popular "good luck" sign for White Seal Beer.



MATERIAL SHORTAGES

Under present conditions, many a manufacturer may find it necessary to switch from one wrapping material to another . . . We, therefore, point out that

**Our machines are adaptable to
any type of wrapping material**

This applies not only to our new machines, but to a vast number already in the field.

The VERSATILITY of our machines is reflected not only in their adaptability to various wrapping materials, but also in their wide range of *adjustability* for different sizes . . . And they can be designed for many forms of wrapping, including easy-opening devices, combination type wraps, etc.



Now, more than ever, it pays to invest in the most versatile wrapping equipment—machines that provide for FUTURE as well as present requirements. Why not get in touch with our nearest office for information regarding our latest high-speed, cost-reducing models?

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO

Buenos Aires, Argentina: David H. Orton, Maipu 231

Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING PRODUCTION and TECHNIQUE



This neat and trim plant daily handles thousands of jars containing Wright's Silver Cream.

Beauty Clay for Silverware

Up in the quiet hills of New Hampshire, one day nearly three-quarters of a century ago, a young man driving along saw a cow mired helplessly in the mud. He went back to the nearest farmhouse and returned with the farmer, bearing ropes, tackle and hoisting gear to rescue the distressed animal. The cow and her experience were commonplace enough—but the mud wasn't. The young man noticed that it dried quite rapidly on the flanks of the cow after she was safely pulled out and that very shortly it turned almost white. Knowing something of the properties of di-

atomaceous earth—for that is what it was—the young man shortly thereafter acquired title to the mud hole and began the manufacture of Wright's Silver Cream, which is almost a household word today. The third generation of the Wright family, carrying on the business established in 1873, began the year 1941 in a new plant planned and constructed especially for their needs. The original mud deposits have long since been exhausted, but the company has acquired other mud lakes in New York that promise to last for a long time.

This impressive word "diatomaceous" has a simple



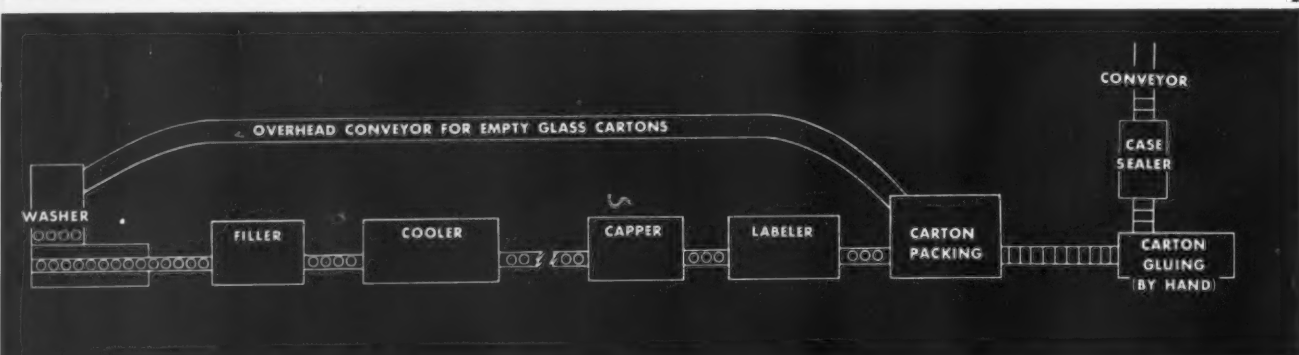
1 explanation. It represents the fossilized remains of algae, inert, cellular in structure, highly absorbent and mildly abrasive. The Wright deposits are almost pure, containing but a small percentage of clay and sand, which is easily and completely removed before processing.

The new plant is not a huge affair. It doesn't need to be, to produce a considerable quantity of silver cream, which is essentially a slow-turnover article. Because of its efficient arrangement and the particularly well-planned layout of the packaging room, the new quarters have enabled the company to smooth out the seasonal peaks and valleys which formerly characterized their production. Raw materials are stored in a special section of the building; processing occupies its own quarters, and packaging enjoys a section all to itself. The equipment is adapted to handle 8-oz., 16-oz. and 32-oz. jars, of which the 8-oz. far outnumbers the others. Large sizes—5-lb. and 1-gal.—as well as small $\frac{3}{4}$ -oz. sample jars, are packaged by hand.

Stations in the packaging line include jar cleaning, filling, cooling, capping, labeling and packing in shipping containers, all synchronized to a uniform, easily attainable pace of perhaps 45 jars per minute. At all of the stations, except the last, there are control switches which in case of emergency can bring the entire line to a standstill so that in the event of a stoppage, the moving jars will not "gang up" at any one spot while the trouble is being remedied elsewhere. The line parallels one side of the building along which is a row of windows to insure ample light all during daylight hours. The entire line is painted a warm French gray which not only improves visibility, but also creates a more pleasant atmosphere for the operators.

Two heavily jacketed mixing tanks at one end of the packaging room deliver the freshly processed silver cream to the filling machine. The glass jars are removed from their corrugated containers and, four abreast, go through the air-washing machine, whence by conveyor they are delivered to the filling machine. The corrugated container travels the full length of the room

1. Empty jars, which have just been air-cleaned, come down four abreast and are shunted off on a conveyor which takes them to the filling machine. 2. These are the filled jars at the end of the packaging line. Here they must undergo final inspection before they are packed in cartons. 3. Carton sealers and conveyors make for speed and efficiency in handling shipments. 4. Flow chart showing how packaging units are laid out in a straight line. Notice that ample room is allowed for all the different operations. At each station there is a control switch.





5



6

5. Large and small packages of Wright's Silver Cream make effective window dressing. Booklets, pictures and advertising folders help to make an attractive arrangement. 6. Giant packages are used to ornament a truck carrying Legionnaires to a convention. Posters on the sides show product uses.

on an overhead conveyor to the other end of the line, its journey so timed that the filled jars packed in it are the same ones removed a moment or so previously.

Meanwhile, the jars are going through interesting experiences. Gravity and suction cooperate to perform the filling operation for twelve 8-oz. jars at a time. The freshly mixed cream resembles a heavy pancake batter, buff-pink in color. This heavy, viscous mass is forced up into the filling manifold, which has twelve double apertures, with a head of soft rubber that forms a seal for the 12 jars. One set of these apertures, with the aid of a suction pump, literally pulls the cream into the jars from the other set of openings. When they are level full, the flow is automatically shut off and the jars move on into the cooler.

This unit of the packaging line was especially constructed to serve for the Wright Co. The jars leave the filling machine at a temperature of 145°—too warm to form the smooth surface desired for the top. If they were capped while hot, condensation would cause an unattractive appearance and the caps would be removed only with difficulty. The cooling machine consists of a series of shelves making a circuit up and down the full height of a chamber that extends to the ceiling. On the several thousand jars contained in this chamber a stream of cool air is blown and they emerge in a double line, ready for capping. At this point a bit of Yankee ingenuity and thrift manifests itself. In the winter time, the warm air from the cooling chamber is exhausted into the room, helping to heat it. In the summer, a duct conveys this warm air outside.

The familiar silvered blue cap which housewives usually see on Wright's Silver Cream may be missing for a time—at least on some of their shipments. The pinch of shortages has obliged a substitution of a plain white enamel cap for the time being. So far, few comments have been received and they indicate that the step will be taken as a matter of course. This white cap, which is of the same size and structure as the regular cap, is applied just before the jars go to the labeling machine, where front and back labels are applied simultaneously. Currently, all jars are carrying an addi-

tional label which is applied by hand. This is a spot label, which makes use of the "circulation" of their own packages to carry to the housewife the offer of an attractive booklet, "Parties Should Be Fun."

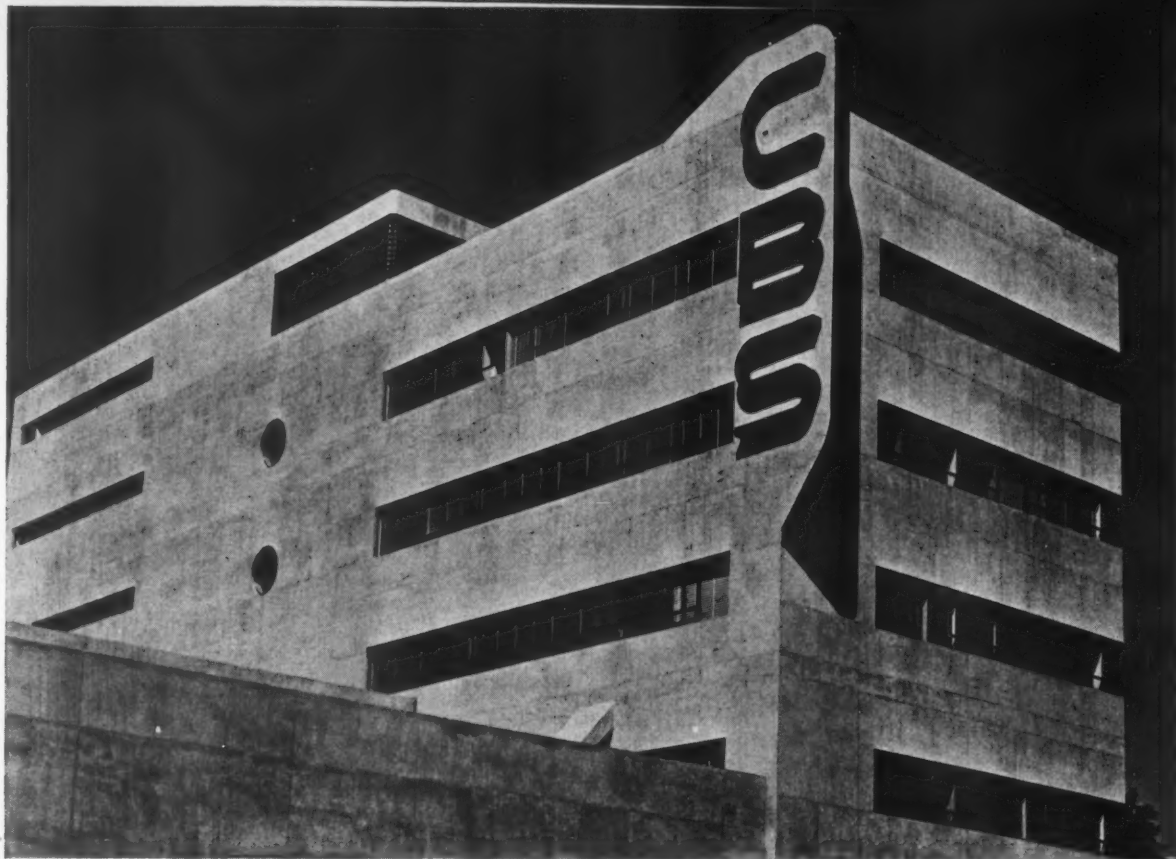
At the end of the line, the full jars meet the same corrugated container from which they were taken shortly before. The completed packages, one dozen to the carton, are packed by hand. This manual operation permits a final inspection. Three of the one dozen containers are packed in a larger container to make a convenient unit for shipping. It has been found, too, that this has some effect in increasing the unit of sale.

Merchandising helps, usually in the form of small counter pieces which encourage counter display, are frequently included in the shipping containers. Recently, as a sales aid in the self-serve and super-market type of store, the Wright people have adopted a very handsome individual folding carton for their 8-oz. jar. This makes effective use of pictorials and copy matter on all surfaces, not merely for identity but also for information about uses of the product.

Not often can a product of this nature hope to be given full window space; the normal stock-turn doesn't encourage the average dealer to fill his windows with a silver cream which a woman uses perhaps four or five times a season. When the opportunity offers, however, this particular product measures up—the packages themselves, supplemented by booklets and advertising folders, make an attractive window.

Recently, a giant replica of the Wright package went half way across the continent, bearing a contingent of American Legion members from Keene to the Milwaukee Convention. How many housewives were reminded of their need for silver polish by this jumbo package would be impossible to say.

Credits: Cleaning machine by Filler Machine Co. Filling machine, cooling unit, capping machine, and labeling machine by Pneumatic Scale Corp., Ltd. Conveyor by Norfolk Iron Works. Case sealers by U. S. Bottlers' Machy. Co. Jars by Hazel-Atlas Glass Co. Cans by American Can Co. Fibre cases by General Fibre Box Co. Caps by Anchor Hocking Glass Corp.



Large sign planned at the same time as construction of building, not as an after thought, becomes integral part of the architecture. The various interior uses of the building are clearly expressed in their outward appearance. Large windows indicate offices; blank wall, the elevator space, and small windows at rear, the rest rooms.

Plant planning

An Interview with William Lescaze, Architect, by Walter S. Ross

- Q. Mr. Lescaze, what questions do you ask a client when you are retained to create the design of a packaging plant?
- A. Well, I have to examine sites and then determine the location of the building. I consult with my client on many factors that lead to a final selection of the location. First, of course, his proximity to raw materials, his location in relation to suppliers of packages and packaging materials, his position in relation to centers of distribution—these are basic questions which determine site selection.
- Q. What are the other factors in selecting the location?
- A. I would ask still other questions—about the size of the labor supply needed, whether housing facilities were available for the employees and the amount of water available for manufacturing and for conditioning the air. Most modern plants are constructed with air conditioning in mind. I would also incorporate a cooling tower as an integral part of the plant design. This enables the manufacturer to re-use a certain percentage of the water consumed in conditioning the plant.
- Q. And now for the appearance of the site?
- A. Above all, I tell people to refrain whenever possible from doing harm to existing terrain. I have particularly in mind the Middle West—rolling hills near highways, good industrial sites. Six months later you go by and find that a couple of steam shovels have leveled a site flat, with the result that after it has been shaved down, your plant will be at the bottom of a saucer, with a bank behind it and interest is destroyed.
- I have often wondered why that was done. If you are on a slight elevation, you draw more interest. But it seems almost a general rule in starting to build a plant, to level everything before putting down the foundation. It is not cheaper. You spend a lot of money in grading. It is very important to point out this—don't choose a site which is too difficult to handle from the point of view of traffic, but, if you choose a site which is not flat, for Heaven's sake don't make it look like a billiard table!
- Q. Would you tell us something about the building,

itself—the external appearance, facilities, etc.?

- A. The plant must be near arteries of transportation, naturally. Perhaps a spur line of a railroad or just off the main line. Probably a highway for trucking. And very likely an adjacent airline will facilitate executive travel. I mention these rather obvious points to emphasize the not-so-obvious idea of taking full advantage of them. That is, making your plant—buildings and landscaping—as attractive as possible to passersby.

I would even take advantage of the roof, so that the air traveler may identify the plant while flying over it. After all, you spend a very small amount of money in taking full advantage of that man-given advertising space—the roof. Another question is the use of signs and trade names and so on. The manufacturer usually knows in advance what he wants to use in the way of worded messages. If he would just confide in his architect, the latter could work the sign functionally into the building design. And I wish I could dramatize this message so that it would penetrate the consciousness of the manufacturer who is planning a plant design. Don't start with the idea that oh, well, it's just a plant and it doesn't make any difference where the water tower comes out and how the thing looks! I think it all does matter. I think it matters very much because of the impression you make on the passerby and on employees. *I have yet to see one mechanical, physical necessity in a plant which needed to be ugly.* If it is ugly, it's because it was an afterthought, not properly thought out beforehand. I don't say that a plant can be of the same kind of beauty as the Parthenon, but I do say that there's a kind of beauty to be found in a plant, very definitely, and the progressive manufacturer should take full advantage of it.

Q. How about interior appearance?

A. You mean for visitors or employees?

Q. Both.

A. The interior should allow for light, be well designed for heat, etc. Color schemes are important to both visitors and employees. Fresh colors, neat machinery make a better appearing plant and one that is pleasanter to work in and thereby more efficient. I believe that many packaging plants have capitalized on visitor interest in their process and product to adopt a regular program of showing visitors around. This would presuppose an attractive interior or the whole idea would boomerang.

Q. How about the interior designed through a production efficiency frame of reference?

A. As I understand it, most packaging plants utilize

the gravity-flow principle of production. Packaging operations are usually confined to one or two central floors.

Now, on the placing of equipment, I believe that no one knows more about that problem than the production superintendent of the company. He has a very definite knowledge of what happens on the production line, how it should flow. I claim that an architect, even if he has designed 25 plants of the same type, can never hope to acquire this specialized knowledge. Nor is it necessary that he should. The production man knows it better, but the architect is there to translate it into efficient form and efficient space arrangement.

Q. In that case the architect is merely the interpreter. . .

A. Don't say merely, although that brings up an interesting point. The architect is not *merely* a translator—he is also a coordinator. The successful building is the result of the successful coordination



1. Close-up of main entrance showing incorporation of the trade mark into the architecture itself. 2. No mechanical or structural feature need be ugly. Here the usual fire escape is partly screened by the parapets projecting from the main wall of the building and made into a very pleasing feature.

of three factors: the working of the interior, the spending of money in a balanced and judicious way and the outside appearance of the building.

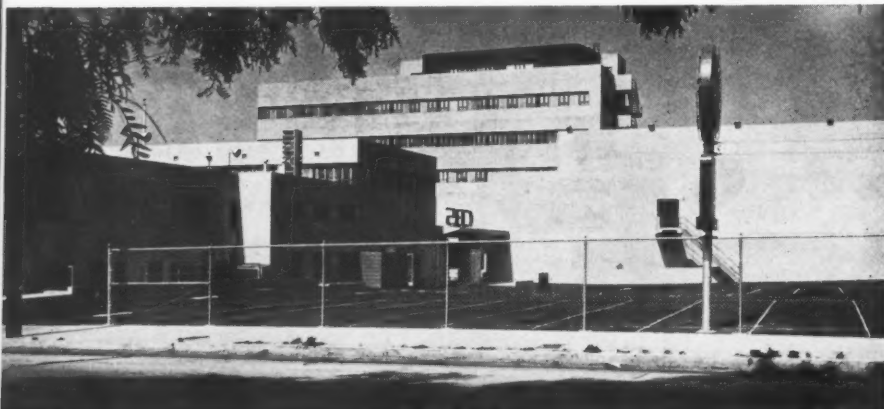
Let me illustrate what I mean by judicious spending. In building a small house, say, I might recommend wooden shingles to protect the client's investment in the house. But I would be wrong in recommending stainless steel doors or electric-eye control. The architect must have harmonious proportion in his spending of the client's money as well as in his finished structure. Good balance is essential to good architecture.

- Q. This brings up some interesting points. What would you say is the relationship of the architect and the builder?
- A. You will find that the most harmonious relationship—and the one most productive of satisfactory results, from the point of view of the finished product and of cost—is complete separation but full cooperation between architect and builder. I think you will find that the builder prefers it so and the

architect, certainly can function more efficiently.

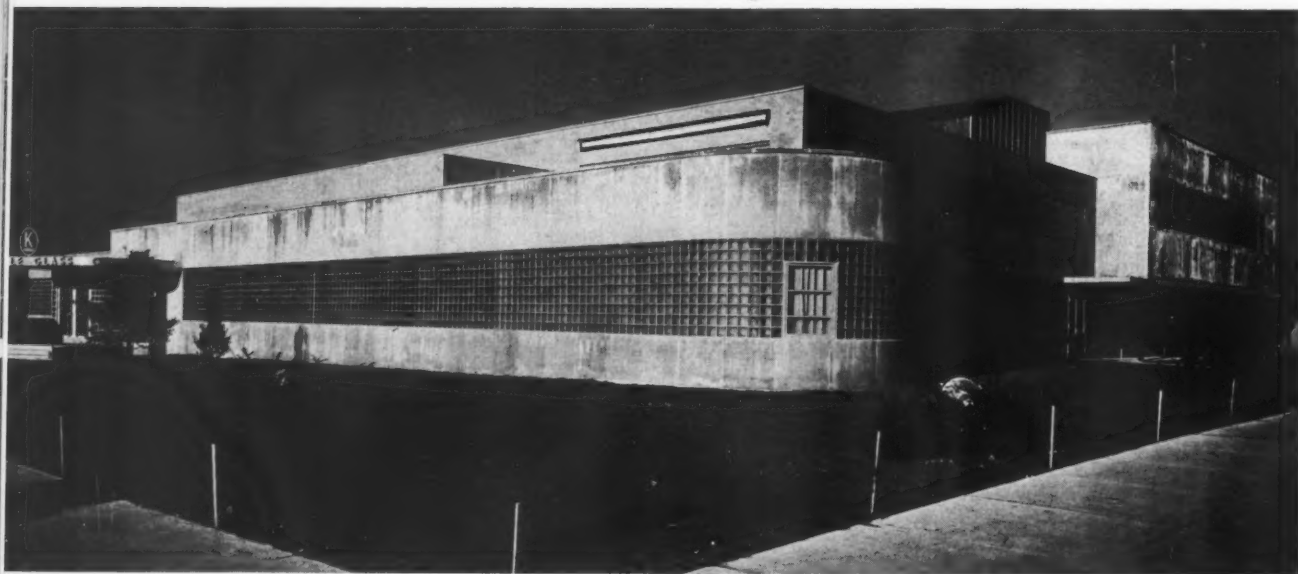
- Q. Why do you prefer the separate services?
- A. It is not a matter of personal preference but of efficiency. I believe that the builder is at his best when performing his specialized functions—the wise buying and the getting of materials at proper costs and on time. This is his job and he is happier doing it and letting the architect be responsible for design, thoughts, opinions, arrangements. This is the architect's particular sphere.
- If there is a change in plans or a reason to make one, the client looks to the architect as the judge, adviser and arbiter. If he is a worthy architect, he works in the client's interest as any reputable professional man does. He is in a position to know—and should know—proper prices and reputable sources of supply. In his client's interest, he can act as a check on an inefficient or wasteful builder.
- Q. What of the relationship of architect to client?
- A. In addition to his services, the architect should be taken completely into the client's confidence, just

3



3. Parking arrangements are necessary parts of an efficient, good-looking plant. Here, shielded by the buildings proper, the parking space is surrounded by wire mesh fencing and lighted by flood lights on the roofs of the buildings. 4. Gate keeper's lodge, at right, controls both the railroad spur and the employee's drive to the parking space. Tall part of building contains lecture and demonstration rooms for sales force. One story part in the front contains the president's offices.

4



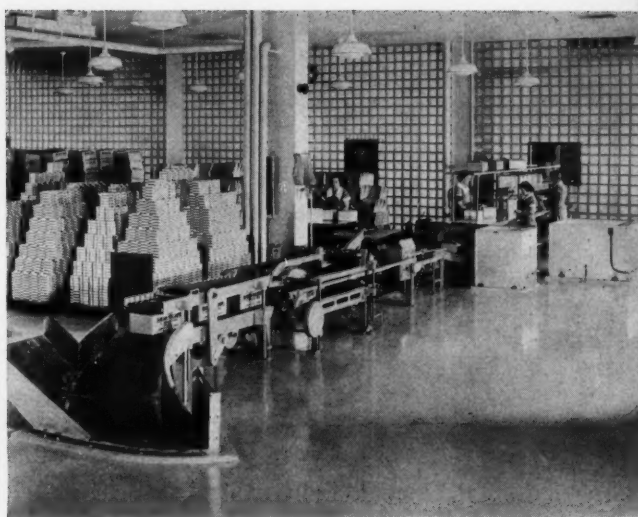


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5. Clerical space. Ample daylight by means of glass bricks and artificial light evenly distributed by means of special lenses. Center beam contains ducts for air conditioning. Entire ceiling is acoustically treated in order to reduce noise. 6. Note effective use of glass bricks and even spacing of overhead fixtures. 7. Large windows on the side facing the street enable passersby to see the interesting bottling operations in this plant, planned with the thought of making available plant tours to interested visitors.

as if he were the vice-president in charge of plants or something similar. I have seen it happen so often that the architect was hampered and the client did not receive the best possible structure, simply because the architect couldn't get to the facts for which he was supposed to plan.

- Q. In other words, you would say, "Take the architect into your organization while he is working for you. Let him look at anything he wants, tell him what he needs to know."
- A. Exactly. He is a member of a profession with a code of ethics, just as any other professional person. Treat him as you would your lawyer or doctor.
- Q. To get back to the specific design of a plant—how would you allow for expansion and obsolescence of machinery?
- A. That is a little abstract. I understand the average obsolescence of packaging machinery is 5 to 10 years. I think that even though the ideal in the abstract may be said to be an unencumbered space 200 ft. wide by 800 ft. long, it has not been proved to me that a space which is designed around equipment needs today and in use today might not be infinitely better and more useful space than that which in the abstract is thought to be the ideal space.
- Q. You mean you would design for present equipment, present methods?
- A. No, I feel that you should design a structure based on the most knowledge you can obtain at present—mechanical operation plus whatever provisions you may be able to make for likely future mechanical

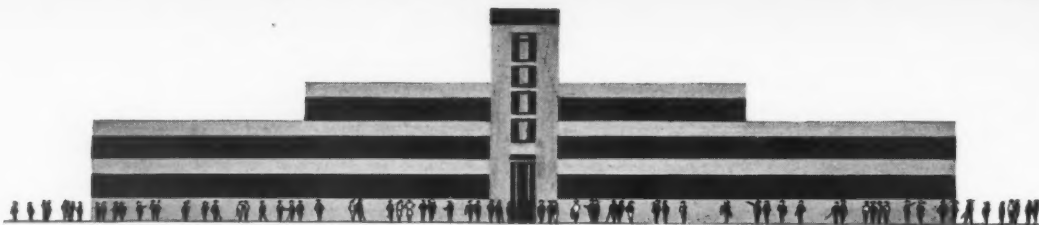


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devices. But I think that going to the extreme and saying to yourself it is perfectly hopeless, I can't design my building around a known process today because that process may change two months from now—I think that is a negative attitude which will lead you to building a structure which will be no better for you or for your yet unborn new processes.

- Q. How would you allow for possible growth or expansion?
- A. Vertical plant expansion must be taken into consideration when the foundation is being built, of course. One must plan a foundation sturdy enough to support additional stories. This is certainly true in an area of high land values. On the other hand, where horizontal (Continued on page 92)



PLANTS and PEOPLE



L. T. BARNETTE

Plastics, Inc., custom molding subsidiary of Standard Products Co. In 1941 he was selected to serve with OPM as a leading authority on plastics in their relation to the defense program.



C. K. ELLSWORTH

C. K. Ellsworth, formerly manager of the merchandise-container division of Pliofilm Sales Dept. for Goodyear Tire & Rubber Co., has been appointed to the staff in Sales Promotion on Pliofilm for that company.

According to R. T. Whitzel, superintendent of the Aluminum Co. of America works in Massena, N. Y., the company plans to erect a second blooming mill there to supply stock for the manufacture of forgings for airplane motors and fittings, and rod, bar and wire for national defense industries. It is estimated that the cost of the new mill will be in excess of \$15,000,000, which is over and above the company's \$200,000,000 self-financed expansion program for defense. Mill will be served by completely new melting department.

Label Manufacturers National Assn. held its Twenty-fifth Anniversary meeting in Chicago on November 6 and 7 at which new officers were elected as follows: President—Harold W. Johnston, vice-president of Stecher-Traung Lithograph Corp.; Vice-Presidents—William L. Taylor, president of Multi-Colortype Co.; Henry F. Scheetz, Jr., president of Fuller Label & Box Co.; and Carl R. Schmidt, vice-president of Schmidt Lithograph Co.; Treasurer—Hugo Dalsheimer, treasurer of Lord Baltimore Press. Charles R. Cosby continues as executive secretary of the Assn.



WILLIAM H. MILTON, JR.

Plans for the construction of a new \$1,000,000 plant in Pittsfield, Mass., by the General Electric Co., for the manufacture of synthetic phenol was announced by W. H. Milton, Jr., newly appointed manager of the company's plastics department. This action is being taken at the request of OPM to counteract the shortage of phenol, a principal ingredient in the manufacture of a plastic used by the government in defense industries.

Increased facilities for the volume production of stylized wood gift containers have recently been completed by The Pilliod Cabinet Co., Swanton, Ohio. Total plant capacity has been stepped up 20 per cent, while drying capacity has been increased 50 per cent.

George T. Henderson, director, Package Laboratory, The Hinde & Dauch Paper Co., has been appointed assistant head

of Container Branch of OPM, to serve during emergency on leave of absence from his company.

American Can Co. announces the election of C. H. Black, vice-president in charge of sales, to the board of directors. Mr. Black joined the company in 1908 and has played an important role in the sales organization since joining the firm. Announcement is also made by the company of the following appointments: T.

E. Alwyn and F. G. Jewett, assistant managers of sales, Atlantic Division; M. J. Eberhart, L. W. Graaskamp, assistant managers of sales, Central Division.



C. H. BLACK



From left to right: T. E. ALWYN, F. G. JEWETT, L. W. GRAASKAMP, M. J. EBERHART

New appointments announced by Anchor Hocking Glass Corp. are J. R. Dilworth as assistant general sales manager of the Container Division and R. N. DeMerell as manager of the company's New York office.

R. S. Reynolds, president of the Reynolds Metals Co., has announced that the company's two large plants will be producing up to their maximum capacity of 100,000,000 lbs. of virgin aluminum per annum before the first of the year. In addition, the company has in production five aluminum fabricating plants with a total capacity of 200,000,000 lbs. of strong aluminum alloys for airplanes and other defense products.

Keller-Dorian Corp. is the new name of the Keller-Dorian Paper Co., Inc. A change in sales policy has been made to embrace two divisions—one to be known as Metals Division, handling all types of metal surfaced and substitute metal surfaced papers, and the Papers Division, handling the complete line of decorative coated papers.

OBITUARY

Benjamin D. Riegel, of Fairfield, Conn., chairman of the board of the Riegel Paper Corp. of Riegelsville, N. J., and president of the Riegel Textile Corp., died November 7. He was sixty-three years old.

H. J. Bigger, general manager, Canadian District, American Can Co., died at his home in Hamilton, Ontario, Canada, November 2.



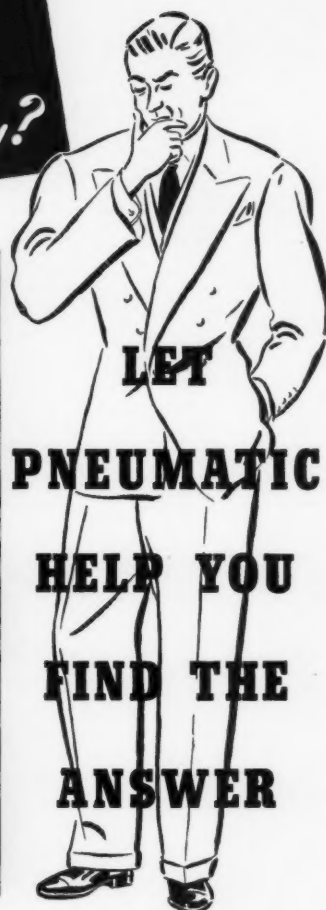
BENJAMIN D. RIEGEL



H. J. BIGGER

Louis Knecht, president of the Walser Mfg. Co., Clifton, N. J., died October 18, at his home in Passaic, N. J., after a long illness.

**WHAT SIZE
WHAT TYPE**
of container is best for you today?



There's a department in the Pneumatic plant that's set up to help you find the answer to any and every packaging problem you might put to us. This research division of Pneumatic invites you to call on them for aid and advice, for help in the development of new packaging techniques, for the solution of any packaging problems with which you may currently be faced.

Growing shortage of some packaging materials, for instance, is forcing a number of concerns to look for new containers. With their years of experience and thorough knowledge of packaging material and equip-

ment, Pneumatic's research men are in a position to give valuable assistance.

In other words, feel free to consult Pneumatic on packages, as well as packaging machinery. Pneumatic's more than eighty different models still cover most every conceivable machinery need. And if none of them answers your particular requirement no one is more willing than Pneumatic to help you find a manufacturer who can assist you.

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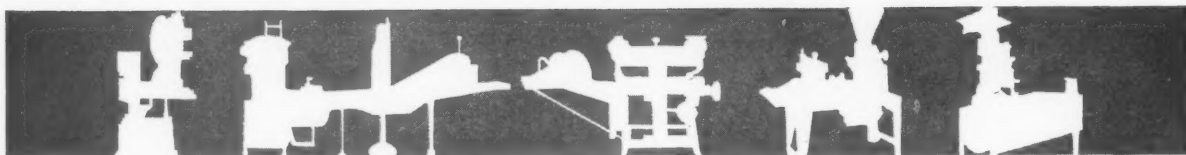
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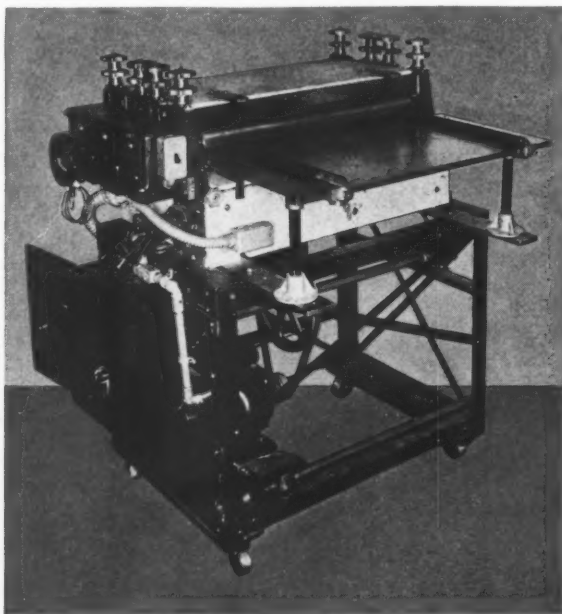


EQUIPMENT and MATERIALS

PROCESS TO APPLY MOLTEN COATINGS OF PLASTICS

A new process for applying molten coatings or plastics to the surface of board pieces, either over the printing for enhancement or as a protective interior coating, has been developed by Bert C. Miller, Inc. Machinery used is built by the Potdevin Machine Co. It is reported that the plastics are reduced to liquid form solely by heat, since no solvents or liquid carrier are used. The hardening of the film is obtained by chilling, which eliminates drying or racking. The piece is finished when it leaves the machine.

The process is explained as follows: the material is put into the heated tank or reservoir, picked up by an application roll, which in turn is doctored to give the proper coverage; a pressure roller is adjusted by screws; from this point, the piece is carried be-



tween polishing rolls which are also adjustable for the weight and character of the sheet. The illustration shows machine 26 in. wide, which operates at approximately 75 ft. per minute and may feed either cut-out blanks (2 up if within 26-in. width) or flat sheets. All heated parts are thermostatically controlled to operate at varying temperatures, depending upon coating used.

Chemicals used are specially formulated materials to give varying characteristics to the particular job, such as high gloss, grease-proofness, etc. When box blanks are coated they may go directly to the gluing machine, but special glues for holding on water-proof surfaces are necessary. The coating materials are made by the Interchemical Corp. in several of its divisions.

DOW ANNOUNCES PLASTIC TO REPLACE COPPER

The Dow Chemical Co. has announced that a flexible thermoplastic material which they call Saran is available to industry as an alternative for copper and other metal tubings. The company states that this tubing may be used in many applications previously

demanding copper except where high temperatures and very high pressures are encountered. The tubing is reputed to be suitable for replacing nickel, stainless steel, copper and ceramics in several fields where its unusual properties are advantageous. Saran is said to be unusually tough and resistant to moisture, brines, solvents, acids and alkalies, may be used for short periods at temperatures of 250 to 275 deg. F., although its strength and resistance are somewhat reduced at these high temperatures. It has withstood pressure of 1,500 lbs. per sq. in. without rupturing or leaking. In a fatigue test it was flexed through an angle of 15 deg., 1,750 times per minute for 2,500,000 cycles without failure, while standard 1/4-in. copper tubing failed after about 500 cycles in the same test.

FLEXIBLE CORRUGATED THAT FOLDS

To relieve the shortage of shipping containers, the Sherman Paper Products Corp. is offering a new packing material which they call a packing paradox, because it is a flexible corrugated product that folds like uncorrugated paper. This material, it is claimed, can take the place of other container materials that often weigh five times as much and require more space for the same protection. In the automotive industry, for example, this material has been used to replace crates for packing hoods, grills and fenders. The material is said to have an important place for the shipment of all kinds of defense materials, with considerable savings in space, weight and packing time.

TREATING ROLLED STEEL STRIP FOR CANS

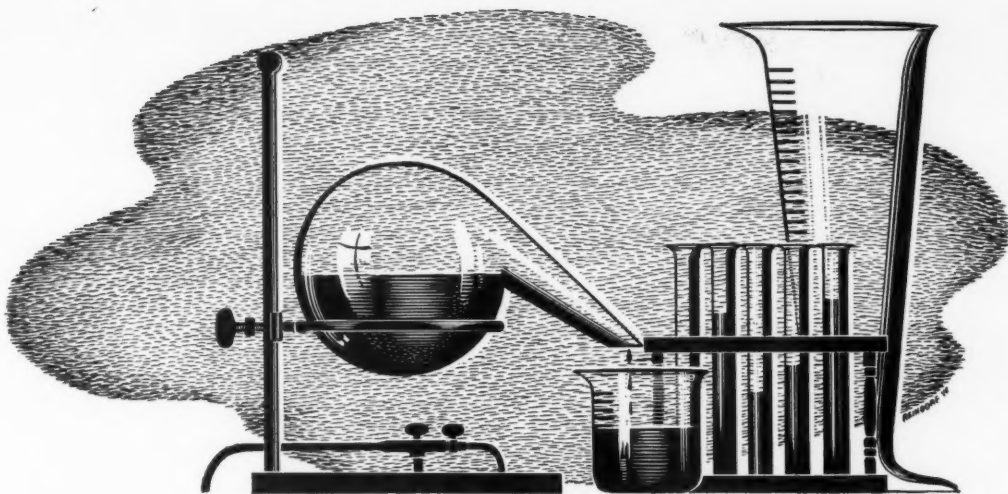
Important savings in tin consumption through development of methods of treating rolled steel strip for cans have been foreseen as the result of a research program announced by Dr. Russell L. Jenkins, research director of Monsanto Chemical Co.'s Phosphate Division. "New organic coatings have been used increasingly to coat the insides of cans," said Dr. Jenkins. "Despite the development of these new coatings it still has been necessary to tin plate the base steel, or in the case of non-food products to plate it with terne, a mixture of tin and lead, to prevent rust between the time the steel is made and its fabrication into cans. In protecting other types of steel from rust or corrosion, methods utilizing phosphoric acid and phosphates are now in wide use. . . . Our program looks to the application of phosphoric acid or phosphate treatment to rolled steel strip for use in cans . . . which would make the use of tin unnecessary."

ETHOCEL NEW NAME FOR ETHOFOIL

Ethocel is the new trade name for The Dow Chemical Co.'s Ethylcellulose, formerly called Ethofoil, according to a recent announcement made by this firm. "The fact that Ethocel has been quickly accepted by the public," said the letter announcing the change, "we feel that it should be used in connection with the plastic sheeting made from Ethocel."

PROTECTIVE COVERING FOR WALL SURFACES

A washable protective covering for wall surfaces, that may be useful particularly in food packaging plants where cleanliness is a "must," has been announced by The Bergonize Co., Chicago. The product may be applied, it is stated, over a newly painted or cleaned wall, and it provides a clear transparent, flat protective film that prevents dirt and dust from penetrating the paint.



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FOR YEARS, service has been our by-word. Today's urgent needs are a challenge which we are geared to accept.

Paper, inks, varnishes, etc. are being made to new specifications. Shortages and priorities have affected supplies of many materials. Equipment is being run at new high speeds, to meet demands for increased production.

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NATIONAL ADHESIVES

DIVISION OF
NATIONAL STARCH PRODUCTS INC.



from here and there

In its program to promote informative labeling, the National Consumer-Retailer Council reports that approximately 250 labels in the food and textile fields now bear the NCRC legend. This information was released in the council's fourth annual report, issued by Harold W. Brightman, chairman of the council and vice-president of L. Bamberger & Co. The labels state the grade of the product, describe the factors on which it is based, show the difference between various grades and give information provided on typical "descriptive" labels.

Three new pamphlets on canning have been issued recently by the National Canners Assn.: 1. "Manual for the Teaching of Canned Foods," which begins with the history of canning, that began with Napoleon's need to feed his marching armies, describes in popular style the chemical make-up of cans, the importance of cans in agriculture, the nutritive value and uses of canned foods and how to buy canned foods. The booklet, attractively illustrated, is arranged with review questions to make it suitable for use in home economics classes. 2. "Canned Food Labels That Meet Consumer Needs" is a bulletin, according to its foreword, to provide those who wish to study the problem of canned food labels a brief résumé of the Federal Law and Regulations which control them, a summary of the principles and philosophy of both grade and descriptive labeling and discussion of both methods. The bulletin was prepared by Happer Payne of the staff of the National Canners Assn., in charge of activities to improve labels and was published by authorization of the Assn.'s labeling committee. 3. "Know Your Canned Foods," a smaller bulletin containing information similar to that in the manual, is designed also for schools, women's clubs, etc.

The Hinde & Dauch Paper Co. has condensed authoritative information on sealing methods into a handy booklet on, "How to Seal Corrugated Shipping Boxes," as a guide to manufacturers in all fields who seek to save time, money and materials in shipping. The booklet has information on sealing procedures which prevent waste of materials and loss from damage in shipment, speed operations in shipping departments and the most efficient methods for sealing with adhesives, gummed tape, staples or stitches, etc. Copies of booklet are sent free upon request.

"Twentieth Annual of Advertising Art," published, 1941, by Watson Guptill Publications, Inc., (238 pages, \$5.00). Donald M. Ruther, art director of Modern Packaging, was chairman of the book committee for this representative collection of advertising art of 1940. Within its pages are all the color illustrations and photographs, black and white illustrations and photographs, continuities, magazine covers, complete advertisements (including prize winners) chosen from more than 5,000 entries in the 20th annual exhibit of the Art Directors Club. Leaders in the various fields of advertising arts have written the forewords to the various sections. The opening section traces briefly the entire history of advertising art, how it is influenced by fads and trends, and ends with a "salute to all the far-sighted manufacturers and advertising men who, through their courage, sympathy and understanding, have made the structure and development of advertising art possible." Special indexes of all artists, designers, advertisers and advertising agencies whose work is represented are included with page numbers on which the work appears and with addresses where each of the artists may be reached.

U. S. Treasury Department's new regulations governing the packaging and labeling of wine and requiring the adoption of a standard wine container which meets three broad specifications will become effective in two years. The new rules take the form of amendments to the Federal Alcohol Administration Act. Among other things, they set up "standards of fill," which must be met in all sizes of containers and make mandatory label statements of net contents according to a prescribed method. The specifications for "a standard wine container" stipulate that "it shall be so made and formed as not to mislead the purchaser."

Albert Kner, Hungarian package designer, now with the Container Corp. of America, recently held a one man show which included his work in packaging at the Art Center, Chicago.

"The Tocol Line" is the name of a new booklet issued by Protective Coatings, Inc. It contains complete information about and a description of all the items in the company's line of protective coatings, including synthetics, specialties, rubber, etc. Copies free upon request.

"A Primer for Industrial Exhibitors," a book written in an easy "how-to-do-it" style, is issued by the Assn. of National Advertisers, Inc. Among the topics treated are how to select the right shows, how to choose exhibit space, how to promote attendance, how to ship and set up the exhibit, how to operate it, how to dismantle it and how to follow up prospects after the show is over. Convenient check lists, to guard against overlooking any important detail, are included as are forms which have been in actual use. A committee, composed of members of the A.N.A., thoroughly experienced in the field of industrial exhibits, compiled the material for the book. The book is designed not only for the benefit of manufacturers selling primarily to industry, but also for those who display at consumer or mass shows such as food fairs, home shows, county fairs, and retail trade shows.

In boxes of its chewing gum going to all its retailers, the Wrigley Co. is placing a notice to the effect that frills in packaging are being eliminated in the interests of national defense. The notice further explains that the company is using a substitute for aluminum foil in its gum packages. There is also a prediction that additional changes may be necessary in the future "to save materials needed for the defense of our country." The notice itself is printed on an unbleached paper, thus helping to conserve chlorine, a chemical which is essential to munitions production.

Correction. Information received from a source which we believed was reliable led to our carrying an obituary regarding Louis Traung of the Stecher-Traung Lithograph Corp. in our November issue. Mr. Traung is so widely known that this error was immediately pointed out to us and we are happy indeed to learn that he is very much alive and has the prospect of many useful years before him.

Omission. In last month's story of the Frankfort Distilleries plant (Dundalk, Md.) mention was omitted of bottle fillers by Horix Mfg Co. This equipment has been a 100 per cent installment in Frankfort's plants since they were re-opened immediately following repeal.

A Company is Judged by the Customers it Serves!



A FEW USERS OF WRIGHT MACHINES

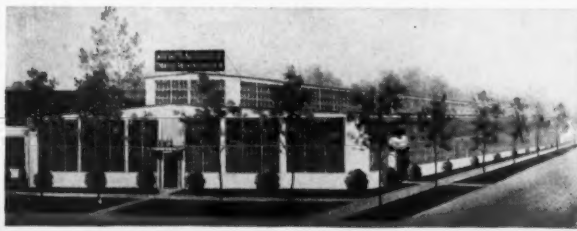
AMERICAN TOBACCO COMPANY
FRANKFORT DISTILLERIES, INC.
LIGGETT & MYERS TOBACCO CO.
NATIONAL DISTILLERS
R. J. REYNOLDS TOBACCO CO.
BRITISH-AMERICAN TOBACCO CO.
GLENMORE DISTILLERIES CO.
P. LORILLARD TOBACCO CO.
AXTON-FISHER TOBACCO CO.
PENN TOBACCO COMPANY
SCHENLEY (GEORGE T. STAGG)
DISTILLERIES, INC.
J. T. ROBERTSON CO. OF CANADA
W. C. McDONALD TOBACCO CO.
HIRAM WALKER & SONS, INC.
ROCK CITY TOBACCO COMPANY
LARUS & BROS. COMPANY
WEISERT BROS. TOBACCO COMPANY
SCOTTON DILLON COMPANY
BROWN-WILLIAMSON TOBACCO CO.
TUCKETT TOBACCO COMPANY
CHRISTIAN PEPPER TOBACCO CO.
THOS. J. LIPTON, INC.
SALADA TEA COMPANY
UNITED STATES TOBACCO CO.
PHILLIP MORRIS & COMPANY
BENSON & HEDGES, MONTREAL
McCORMICK & COMPANY
STEVENS-WILEY MFG. COMPANY
NESTLE'S LE MUR COMPANY
SYDNEY-ROSS COMPANY
DE NOBILI TOBACCO COMPANY
PARODI CIGAR COMPANY
JOSEPH TETLEY TEA COMPANY
GEORGE W. LUFT COMPANY
J. C. WINTERS COMPANY

In our nearly half a century of service to the packaging industry, many difficult and seemingly impossible problems have been presented to "Wright" engineers and satisfactorily solved, when others have failed. Some measure of our success is indicated by the partial list of customers shown here. These firms—themselves on the top rungs of the ladder of American business—demand efficiency, economy and speed in their operations. . . Continued patronage by these people prove our point.

Your packaging needs—present or future—can be instructed to this proven source of supply. A telephone call, wire or letter will start the ball rolling, for when answers to packaging problems are required, they must be right at "Wright's."



Scene above is one section of Brown-Williamson Tobacco Company's, Louisville, Kentucky Plant with Wright Machines making and filling Smoking Tobacco Pouches



ESTABLISHED
1893

PACKAGING
ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.

DURHAM

CABLE ADDRESS YONWRIGHT

NORTH CAROLINA, U. S. A.

Product Display in Stores

(Continued from page 73) stores can easily build in their own workshops. Detailed construction plans are furnished the store, together with the necessary amount of printed paper and other trimmings required to complete the booth. Hundreds of stores throughout the country have constructed these booths at their own expense. Many stores have constructed a number of them not only for their towel department, but for the main floor aisles and other places where store traffic is heavy.

6. Tables: tables are the traditional selling equipment in towel and sheet departments. They are generally piled high with merchandise. Cannon struggled for years to find some display that stores would use on towel and sheet tables. Finally, a chromium rack was designed in the shape of a large letter C, with the words "Cannon Towels" across the top. It was so constructed that a complete matched set of bath towel, face towel, wash cloth and bath mat could be hung on it. This display piece has the same appearance from either front or rear. Consequently, when placed in the center of the towel table, it is effective regardless of the side from which a customer views it. This display has an adjustable base so that it can be regulated according to the height of the merchandise stacked on the table. It is an excellent example of solving a difficult display problem by designing a fixture to function under a most complicated store selling situation.

7. Floor space: when you are familiar with the manner in which stores gauge the importance of various departments according to the dollar volume of sales per square foot, you will realize how valuable floor space is and how difficult it is to obtain. Cannon approached this problem on the only basis that it can be successfully approached. Due to the evolution of towels in recent years from utility to style merchandise, traditional store equipment has become obsolete. Consequently, Cannon designed an entirely new and up-to-date method of stacking, displaying and selling towels. It is a self-service mass display unit which has been planned especially for volume selling of towels in matched sets and which accomplishes the following objectives:

- 1.) *Encourages Self Service:* Brings customers close to merchandise, invites ready buying.
- 2.) *Builds Sales of Towels in Matched Sets:* Customer sees matching pieces invitingly shown—buys more.
- 3.) *Achieves Amazing Economy of Space:* Elevated, orderly display practically doubles stock capacity of unit.
- 4.) *Simplified Stock-keeping:* No refolding of towels; unit is readily filled during the day; fast sellers show at a glance.
- 5.) *Provides Space* for the Cannon towel electric sign and the Cannon towel chromium rack, thus turning this selling fixture into a Cannon display.

Cannon believes that the most efficient display piece is that which makes the featured product an important part of the display. It believes that the efficiency of a display piece is increased if it is so designed that the product is shown much as it is used or seen in the cus-

tomers' home. In all instances, the planning and designing of the display should begin with a thorough knowledge of the retailer, the characteristics of his store and the problem he faces in selling the advertised product. While many of the examples we have described are peculiar to our business, we believe they illustrate certain basic display principles that many manufacturers can profitably apply to their display problem.

Inside Story on the Outside

(Continued from page 42) to make certain that sales people will show the label to every customer who enters the grocery department of a Tom Boy store. With these methods, the entire promotional campaign narrows down to a story of better packaging and culminates in the placement of the new label in the shopper's own hands. A complete change in newspaper space, posters, and suggestions to salesmen occurs seasonally.

Consumer comment has been most gratifying, according to Mr. Krekeler. The 45 per cent boost in canned food sales is an authoritative index to acceptance of the label by St. Louis. "One indisputable advantage that has been gained is the fact that shoppers buy two, three and four cans at one time through the encouragement of label menu suggestions," Mr. Krekeler said. "We are selling a greater variety for many more uses and we are convincing our customers that canned fruits and vegetables are as desirable as fresh products. We have created a personality for our top line of canned foods that is helping to advance the sales of every item in Tom Boy stores."

Credit: Tom Boy labels by Stecher-Traung Lithograph Corp.

Plant Planning

(Continued from page 85) expansion is desirable, I would plan for this by allowing sufficient site space for growth and building the main plant with walls that could be broken through for adding wings. Or I would plan for additional, related buildings.

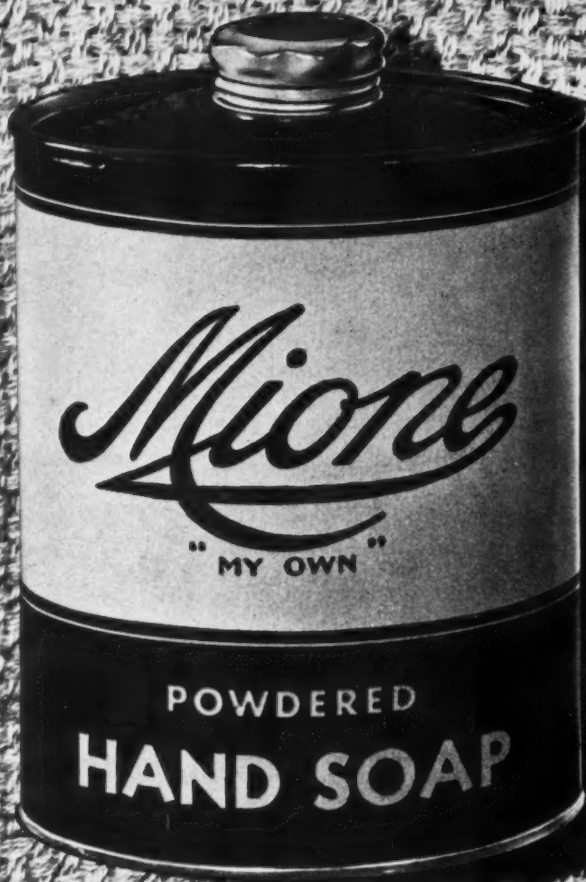
Q. I believe we've covered a good many points. . . .

A. Yes, we could talk for hours more about this subject. But the main points have been established and the basic thought I would like to underline is this—approach this question of plant design in full harmony with your architect. First of all, select an able and creative architect. Discuss your problem from every angle with him. The more he knows about your needs, the better job he can do for you. His job is to integrate the many functions of your business in the tangible form of a plant. If his knowledge is fragmentary, the result will be hodgepodge. Only complete confidence in him can result in complete knowledge and a fully integrated and functional structure, a plant that will be efficient, a fine advertisement for the product and that is within the budget for construction.

Credit: Photographs in this article courtesy of William Lescaze and Architectural Forum magazine.

filled on the **S&S**

UNIVERSAL FILLER



4 machines in a single unit!

1. A gross weight scale with auger feed.
2. A volumetric filler, measuring material by the volume of the package.
3. A volumetric filler, measuring material by the turns of the auger (a very precise method for small quantities).
4. A packing machine to compress the material into packages.

This S & S Filler is really versatile; fills almost any kind of container with almost any kind of material! And, change-over . . . even from paste to free-flowing powder . . . takes only a few minutes!

S & S UNIVERSAL FILLER

MATERIAL:

Powders, granular products, pastes.

CAPACITY:

½ oz. to 5 lbs.—any container.

PRODUCTION:

15 to 30 per minute.

OPERATORS:

One—filling by gross weight, volumetric measurement or packing.

May we arrange a demonstration for you?

STOKES & SMITH 
PACKAGING MACHINERY PAPER BOX MACHINERY
Frankford, Philadelphia, U.S.A.



at MIONE MFG. CO., Collingdale, Pa.

"Now living under shortages"

(Continued from page 34) price ceilings established on paper," declaring that they were so low as to discourage collections by the usual supplying channels.

Conservation Measures

If certain inventory-control plans of OPM are carried out, paper shortages may be relieved by means of obliging big hoarders to reduce inventories.

Empire Box Corp., Garfield, N. J., and Chicago, Ill., is making a free distribution of a 12 by 17-in. poster, suitable for use on factory bulletin boards, to encourage local waste paper collection.

Interstate Commerce Commission's Classification Committee modification now permits lighter weight containers for use in railway shipments, with anticipated paperboard savings of 10 per cent.

The Office of the Quartermaster General has instructed all Army posts, camps and stations to take a hand in salvaging Army packaging materials for re-use or sale. The Jersey City Quartermaster Depot early in November released sizable quantities of kraft wrapping paper in line with the policy of releasing unneeded balances contracted for but not requisitioned.

The Toilet Goods Assn. presented a voluntary resolution to OPM offering to cut down amounts of paper used in window display, counter display and other similar materials and has invited other industries to join them.

Empire Box Corp. has made available this factory bulletin board poster for free distribution to encourage waste paper collection.



Conservation measure in food production is U. S. Department of Agriculture's development of food preservation centers, intended to supplement commercial canning activities by providing clearing house for small local surpluses which might otherwise go to waste.

OPM has suggested elimination of printing on burlap bags used for packaging so as to permit possible re-use.

Plight of Small Business

Small businesses continue to suffer threats of suspending operations due to shortages of materials. Recognition of this difficulty was evidenced in pledge of OPM's Howard Cunningham in a speech before the Associated Grocery Mfrs. of America in which he promised immediate priority assistance to the small food processor and distributor. The Contract Distribution Division, under Floyd B. Odum's direction, continues in its efforts to spread work to small concerns. Three trains are starting a round-the-country cruise to exhibit "bits and pieces" which when put together will provide armament. These exhibits, which will be sent to 79 cities, will reveal to manufacturers in small shops those parts that they can make.

Nevertheless, the principal burden will be on small business, itself, to solve this problem. Excellent pattern for local activity in this direction was reported to us by Harold M. Bowman (Unit Packages, Inc.), now operating in Elizabeth, N. J., through the Chamber of Commerce. Among their 950 members are about 38 prime contractors on defense work as well as a number of subcontractors. Plan is to adopt the "mother hen" idea and group industry so as to permit successful bidding on defense work.

Materials, Shortages—Controls, Substitution

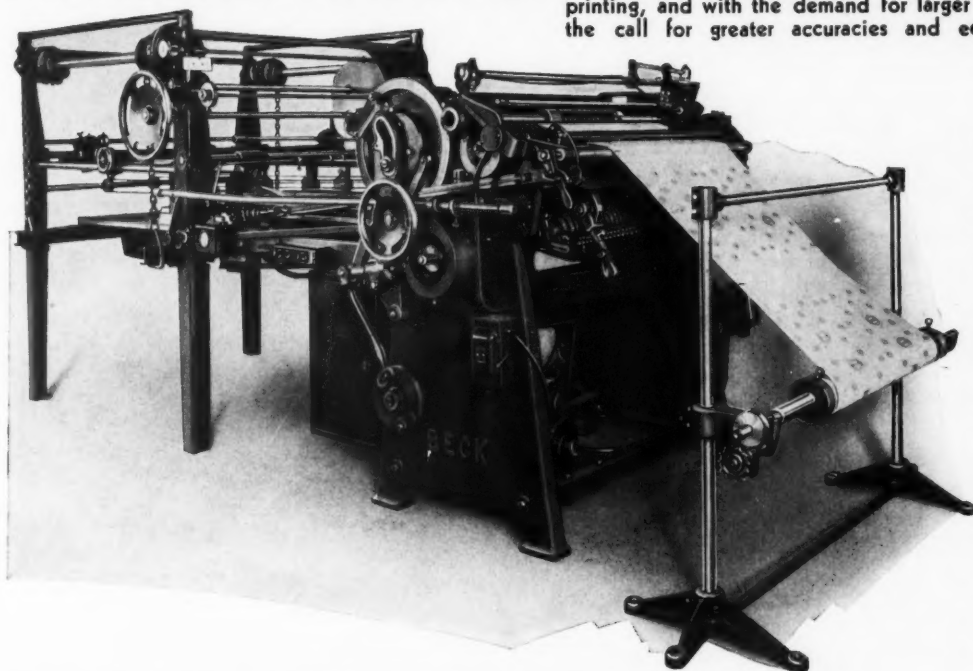
Copper restrictions imposed by Conservation Order M-9C late in October virtually forbids use of copper for many civilian products, among which are cosmetic containers. Order takes effect January 1 and meanwhile limits use to 60 per cent of 1940 base.

Chlorinated rubber was placed under rigid priority control by OPM Order issued October 29. This affects use of the substance for closure liners and in coated paper for food packaging.

Though tin is suffering no acute shortage at present, many large food packers are turning toward glass in anticipation of tin becoming tighter. Well-known products now obtainable in glass include California Packing Corp.'s line of fruits and vegetables, Minnesota Valley's Niblets and Green Giant, Union Starch Refining Co.'s Pennant Syrup, Corn Products Refining Co.'s Karo, General Foods Corp.'s Log Cabin, Del Monte fruits and vegetables. Coffee obtainable in glass includes Maxwell House, Beechnut and White Rose. Various tobaccos, dog foods and baby foods in glass help to boost glass container production to record-breaking totals.

Manufacturers representative of the corrugated and solid fibre container industry have gone on record with OPA agreeing on a temporary effort to control infla-

OUR NATIONAL EMERGENCY CALLS FOR SPEED IN ALL LINES including printing, and with the demand for larger outputs, comes also the call for greater accuracies and economies.



The newest model
"streamlined"

Beck Sheet Cutters

equipped with Amplidyne Electric Eye, and Sheet piler with automatic lowering table constitute equipment for "spot sheeting" which has met the most exacting requirements of some of the country's foremost concerns.

The closer tolerances, the fidelity of performance, and the elimination of the human equation has been the reason for their choice of BECK machines.

Tell us—just what are your sheeting problems or troubles?

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts.

Philadelphia

OLSON SHOWMANSHIP

SPECIALISTS IN THE APPLICATION OF SOUND MODERN DESIGN
TO EXHIBIT, DISPLAY AND PRODUCT DESIGN PROBLEMS

OLSON DESIGNERS

160 W. WALTON STREET, CHICAGO • MICHIGAN 7676

tionary price rises on paperboard shipping containers. It is expected that a permanent price policy will later take the place of this agreement.

Healthy sign of "loyal opposition" is the survey by National Assn. of Mfrs., questioning accuracy of OPM's steel figures, declaring apparent tightness due to unmeasurable indirect defense requirements and concluding present capacity is adequate.

The Aluminum Assn. is moving towards utilization of "orphan" aluminum, which consists of scrap below government specification grade, but denied to civilian users because of strict OPM control.

New OPM Appointments and Offices

Albert W. Luhrs to be consultant on paper and fibre containers in the Containers Branch.

Edwin R. Meyer to be consultant on food in the Food Supply Branch.

Kenneth Mahrle consultant on canned foods in the Food Supply Branch.

New OPM offices are:

Dayton, Ohio	32 No. Main St.	Harold B. Doty
Hartford, Conn.	805 Main St.	Edwin L. Howard
Milwaukee, Wis.	First Wisconsin	Frank J. Tharinger
	National Bank Bldg.	
Tulsa, Okla.	Alfred E. Ballin

Store-Door Distributor

(Continued from page 39) Companies like Best Foods, Cain, Ivanhoe, Durkee, Shefford, Meadow Gold, Beatrice Creamery, Borden's, Capital City, Jelke and Kraft's have found distributor selling to be one of the answers to their problems for merchandise that must be moved fast and needs additional promotional push which could not be obtained through ordinary distribution methods. The success of their operations is attested by the statistics published by the Department of Commerce, which show that more than two-thirds of the total sales of mayonnaise and salad dressings are sold through store-door-delivery

distributors. It is generally conceded that food distributors should only be employed for certain specialty items, with certain definite qualifications. However, this is not always true and there are numerous exceptions that prove the rule.

The Loudon Packing Co.'s "V-8" Cocktail, for instance, was a canned product that obtained good national distribution, almost over night. In two years' time the product became a nationally known grocery item which crossed up all the expert predictions that a "general appeal" canned food product is not suitable for store-door delivery selling. "Chef Boy-ar-dee" and the "M & C" lines of canned spaghetti, together with the other canned specialty products such as Rival canned dog foods, have also developed into profitable food distributor products. True, all these items proving exceptions to the general rule have enjoyed unusually progressive sales management policies which have recognized the exceptional opportunities as well as the limitations of this particular method of distribution.

Christmas Spirits

(Continued from page 49) glassware department of Ovington's, New York, Leroux & Co. and other makers and distributors of alcoholic beverages. Various kinds of glasses are used in window and in interior store display with the various types of beverages that are served in them. Brandy glasses are shown with various brands of brandy, cocktail glasses with the various beverages used in them, sherry glasses with bottles of sherry, etc. The promotion not only shows the glasses to best advantage, but also through suggestion helps to promote the sale of the various wines and other alcoholic beverages.

Credits: Molded pulp container by Pulp Reproduction Co. Card-board tubes for Glenmore packages by Molitor Box Co. Boot and candle package for Glenmore and Old Monastery package with cellophane wraps designed by Milprint, Inc. Sparkle wrap cellophane on Glenmore package by Dennison Mfg. Co. Meier's package by U. S. Printing & Lithograph Co. Hunter container by Seely Tube Co., with lithography by Einson-Freeman Co., Inc.

Hercules Powder Co. Plans John Wesley Hyatt Plastics Award

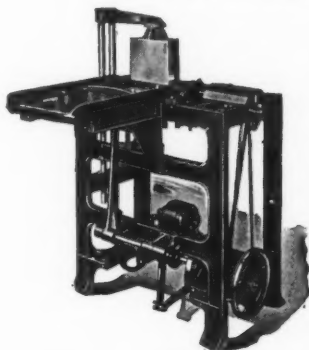
An annual award of \$1,000 and a gold medal will be given by Hercules Powder Co. to the individual rendering the most distinguished service in the field of plastics, according to an announcement by Charles A. Higgins, president of the company which manufactures basic raw materials used in the plastics industry.

The prize will be called the John Wesley Hyatt award, after the man who is popularly considered to be the father of the plastics industry in the United States. Administration of the Hyatt Award will be in the hands of an awards committee or jury which includes Richard F. Bach, dean of education and extension, Metropolitan

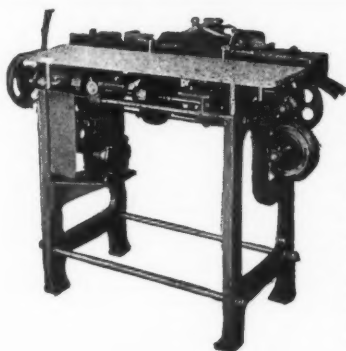
Museum of Art, New York; Dr. Lyman J. Briggs, chief of the National Bureau of Standards, Washington; Dr. Karl Taylor Compton, president of Massachusetts Institute of Technology, Cambridge; Watson Davis, director of Science Service, Washington; Harry N. Holmes, president-elect, American Chemical Society, Oberlin College, Oberlin, Ohio; Eric Hodgins, publisher of Fortune magazine, New York City; Ronald Kinnear, president of the Society of the Plastics Industry, New York. L. T. Barnette, editor of Modern Plastics Magazine, is secretary of the committee. At its December meeting, committee will draw up contest rules.

Why wait . . . NOW is the time for action

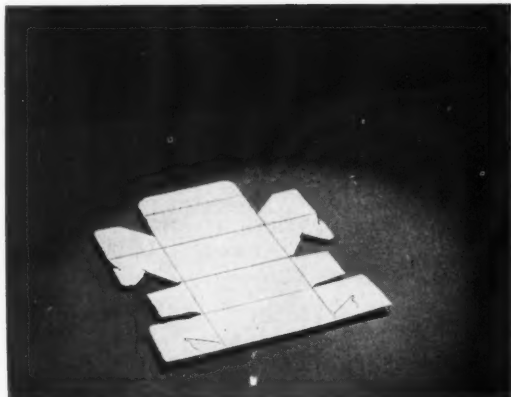
You undoubtedly have found deliveries are now requiring more and more time and if you have or soon anticipate increased production, the sooner you order equipment the sooner you will be in a position to meet increased demands.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up the cartons at speeds up to 40 per minute, requiring one operator. The cartons and sheet liners are fed into the machine which sets them up and drops them onto the conveyor belt where they are carried to be filled. Can be made adjustable.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE automatically closes the cartons at speeds up to 40 per minute, requiring no operator. After the cartons are filled, they enter this machine on conveyor belt as open, filled cartons and leave the machine completely closed. Can also be made adjustable.



Type of die cut cartons handled on this equipment

Send a sample of each size carton you are interested in handling and we will promptly recommend machines to meet requirements.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

LUSTEROID



built-in COLOR and TRANSPARENCY

► Both color and transparency are integral with Lusteroid rigid cellulosic tubes and vials—built right in during the manufacturing process. Perfect control of this process means that customers' specifications can be integrated with the package as it is being made.

► This includes multicolor labeling, processed with the package.

► Other advantages of Lusteroid packages are their exceedingly light weight, their great impact resistance and resilience, their dielectric resistance, their ability to withstand light, ability to resist mild alkalies and acids, their inertness to metals and many other fine qualities.

*A note or phone call will bring an answer to
your packaging problem.*

LUSTEROID CONTAINER CO.

INCORPORATED

Formerly Lusteroid Division of the Sillcocks-Miller Company

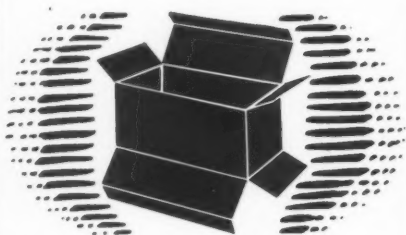
10 Parker Avenue, West

South Orange, N. J.



MORRILL
Presents

CARTON



PRINTING

No matter what process you use to reproduce your carton, Morrill has an ink to fit your purpose. Glistening gloss inks (Morr-Gloss) or flat, dull inks (Dullset), non-scuff inks, to mention a few, all are obtainable in the widest range of colors and tints. We will be glad to discuss your carton ink requirements with you. May we do so?

GEO. H. MORRILL CO.

DIVISION • GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston • Philadelphia • Chicago • Detroit

St. Louis • Fort Worth • Minneapolis

San Francisco • Los Angeles • Seattle

British Rations

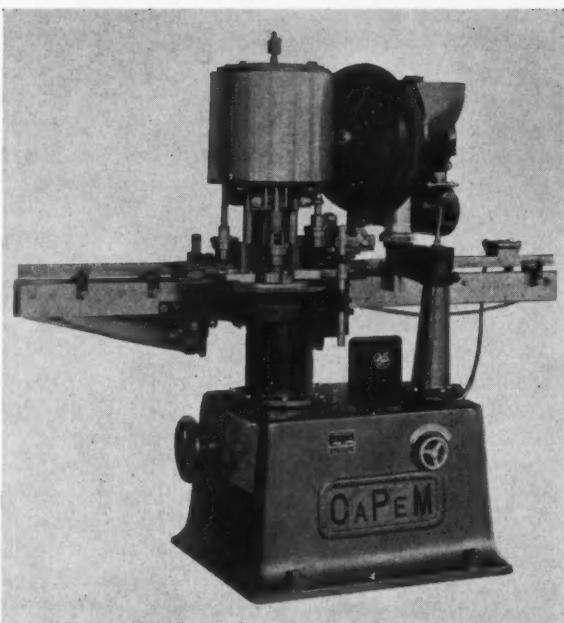
(Continued from page 54) evolve a special new alloy of tin, zinc and nickel, not only suitable for the purposes required, but also capable of much wider applications. The new alloy is easy to case and roll and it is stronger than many of the ordinary tinfoils.

One of the most popular substitutes for tin packing has been a special patent waxed paper container made by the Mono Container Co., of London. Indeed, it is claimed that the use of this material is already saving thousands of tons of metal a year. Then again, the improvement in packaging technique in regard to pottery has resulted in a wider use of special ceramic jars made by the Wedgewood company. These have also replaced the use of glass in the packaging of certain powdered products. On the other hand, many coffees are now sold in glass jars, rather than tins, that is, the small size, or even sold loose in paper bags.

There have been some interesting developments in the canned goods industry, because of its increased importance from the storage point of view. Much emphasis has been laid on a recent Army experiment where 200 men of a light A. A. battery were fed entirely on canned foods for a month—the only fresh foods allowed being milk and bread. It is claimed that medical tests show an increase in weight and stamina. One result of this has been a certain amount of tug-of-war claiming between the fresh food interests and the makers of canned goods. Further evidence on this question was offered by W. P. Adam, of the Nutrition Panel of the Food Group of the Society of Chemical Industry, who concluded that canned vegetables were at least as equal in nutritive value to similar vegetables cooked in the home. He advocated canning as a wartime storage method in preference to preserving. In the course of an address, Adam pointed out that consumption of canned vegetables in Britain has increased tremendously—from 10,000,000 cans in 1924 to 300,000,000 in 1939 and possibly more last year. A wartime innovation in our canning trade has been the introduction of a patent method of filming tinfoil to prevent the blackening to which canned meats are liable. Metal Box Co. has also introduced a wax-coated can for packing beer and apple juice.

There is no doubt that the Government attaches the highest value to canned foods and it has built up special depots in all parts of the country, where huge supplies of canned vegetable soups are kept. Similarly, large quantities of the Service's foodstuffs are necessarily supplied in tins and, according to reports, these have all stood up well to the most exhausting conditions.

Food packaging in bulk has not been so closely affected by the shortages, with the exception that bulks have been increased per package. Instead of 1- or 2-lb. packs, goods are now bulked in 6- or 8-lb. or proportionately larger packs. For this sort of packing, fibre containers are still available, although the tendency is to try to use cheaper board materials. The all-duty chipboard, which seems to be the one material of



CAPEM Screw Capping Equipment is built in 1, 3 and 4 spindle models. The 4-spindle machine has an adjustable head which may be raised and lowered to accommodate different size containers. It also is equipped with helicoid worm feed to facilitate the handling of liquid-filled containers at high speeds.

They Also Serve...

Many firms in the food, drug and cosmetic industries not yet actively engaged in defense work, are contributing, nevertheless, to the defense effort by maintaining their present packaging equipment in the best possible operating condition.

With the speeding up of production in all defense industries, increased demands are being made on all packaging equipment manufacturers. Here at Consolidated, practically our entire capacity is devoted to the production of equipment for the U. S. Ordnance Department, and for customers engaged in important defense work. As a result, we are unable for the time being to make delivery on new equipment except under priority rulings. We regret any hardship this may cause our non-defense customers temporarily, but offer our assurance that every effort is being made to resume prompt delivery to ALL our customers at the earliest possible moment.

CONSOLIDATED PACKAGING MACHINERY CORP.
1400 WEST AVENUE BUFFALO NEW YORK

CLASSIFIED

BROKERS to represent leading manufacturer of rigid transparent acetate containers. Richmond, Va., Omaha, Neb., Charlotte, N. C., and other good territories open. Box 146 Modern Packaging.

MACHINE DESIGNER: Experienced designer—mechanical engineer preferred—to expand and develop improved lines of equipment of the following types—mechanical presses, plastics molding equipment, high vacuum pumps, vacuum processing apparatus, as well as certain types of automatic machinery. An excellent opportunity for an outstanding creative designing engineer, with proven ability. F. J. Stokes Machine Company, Olney Post Office, Philadelphia, Pa.

This Space Will Henceforth Be Devoted to Classified Advertisements.

Classified advertisements may be inserted at the nominal rate. \$5.00 per inch. Minimum space—1 inch. About six words per line, 10 lines per inch.

ADVERTISEMENTS Will Be Restricted to Those of a Helpful Nature.

Positions Wanted, Help Wanted, Lines Wanted are typical categories.

Address: Classified Advertisements

MODERN PACKAGING MAGAZINE
122 East 42nd Street • New York City

READY-TO-USE Charms For Your Package

These appealing charms are proved sales getters—there is no question about their effectiveness in dozens of applications.

They come prepared in two convenient ways for ready use:

1. On barbed string for inserting into card or package.
2. On plain string for neck of bottle, use as zip opener, etc.

All colors, silver or gold plated if you wish, these charms are a terrific impetus for consumer buying.

We offer you the most machinery-organized production facilities available for doing all or any part of the job of attaching CHARMS to STRINGS. Prices low. Send for special test batch—let charms prove themselves to you.

SAMUEL EPPY, INC.

CHARMS—Made in U. S. A.
333 Hudson St. • New York City



Women prefer buying Federal capped containers because the closures are so obviously functional—making the product easier and pleasanter to use. So widely have these unique closures been adopted, that in some industries no manufacturer would think of producing a product without one.

The servers have proved ideal for syrups and honey and similar products. The sprayers (and dispensers working on the same principle) have established themselves in the merchandising of window-cleaners, mothproofing liquids, lotions and so on.



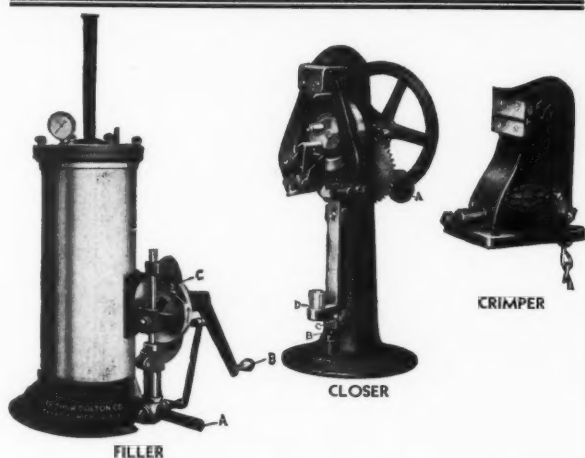
Federal **TOOL CORPORATION**
400 NORTH LEAVITT STREET • CHICAGO, ILLINOIS

which supplies are always reasonable, is utilised for much of this work. One interesting small point is that potatoes are no longer sold in wooden barrels. At first the substitute was plain sacking, but now even that material is short, so a form of substitute sacking, made in net-form which uses less of the material but still holds the potatoes well, is now used.

One obvious wartime economy development has been the trend towards the re-use of packs. While this is obviously not applicable to all food packaging, it is a method which is being applied to bottles, tins, plastic containers and, of course, most of the large chipboard bulk containers. Some idea of the interest there is in these possibilities is shown in the fact that a £50,000 company, Reclaimers, Ltd., has been formed to "acquire, cleanse, sterilise and sell used preserved food containers." To start with, the company is concentrating on glass containers. The main difficulty with regard to collecting containers is the old-established inclination of consumers to keep their solid packs, especially now when a good glass or tin container can serve so many useful purposes. In this respect, there has been a surprisingly large development of the home-packing trade. Normally it is estimated that the British housewives fill 100,000,000 jam jars a year. This year owing to the sugar shortage only a small number are likely to be filled with jam, but a big drive has been made to encourage home bottling of fruit and vegetables. One of the biggest selling devices in this connection is a snap closure for use in vacuum sterilisation of jars. This consists of a lacquered metal cap, a rubber seal and clip. The cap is conical-sided and provided with a rim to retain the rubber seal in position. It has been designed so that it can be adapted to fit jars which are slightly off the round. The whole forms a large non-return valve which on cooling is drawn into the mouth of the jar by the resulting vacuum, forming a sound air-tight joint. The consumption of new raw materials for the closures is claimed to be less than 10 per cent of any other form of canning and bottling.

Apart from the points I have mentioned, the biggest consideration food packaging and packing and storing has, of course, been that of protection against possible damage due to gas. A big gas attack, delivered against unprepared food stores, would do untold damage. There has been very little evidence of firms offering gas-proof packed goods to the public. However, there has been progress in gas-proofing large stores of food.

In general instructions which have been issued, firms are advised to keep goods in tins with the lids sealed with adhesive tape, giving preference to materials of fatty nature, owing to their absorption qualities. They are advised to destroy at once all foods contaminated by phogene and chlorine or by nose irritants. It is pointed out that air-tight bottles and tins offer complete protection. Sealed barrels or wooden casks given complete protection against vapour gases—and air-tight jars with metal or glass tops are also helpful. Grease-proof paper-topped jars give 45 per cent protection against liquid contamination and 100 per cent



COLTON Hand Operated Machines

Will seal tubes with Colton Clipless Closure or for applying clips
Will be pleased to recommend machines suited for your requirements
write

ARTHUR COLTON CO.

2602 EAST JEFFERSON AVE., DETROIT, MICH.

You've Got To Know About

PLASTICS

There is only one complete, up-to-date, authoritative source of information—handbook, textbook of plastics

1942 PLASTICS CATALOG

This book contains flow sheets and separate articles on each plastic; on all methods of molding, fabricating, extruding; on all types of equipment; on plastics in National Defense (special new section); on synthetic fibers—and has the only complete directory to the plastics industry and suppliers.

pre-publication price: **\$3.**
(buy now — save \$2 per copy.
price will be \$5. after publication)

122 East 42nd Street New York City



SEAMLESS • SHATTERPROOF • FEATHERLITE
COLORFUL • PROCESS-LABELED in manufacture

CELLUPLASTICS CONTAINERS

They combine the endurance and smart appearance of the American Defense Forces, to make ideal *protecting* containers for 1001 products families like to send to those in the Service.



PILLS—TABLETS—PELLETS
SEWING KITS—FIRST AIDS
TOOTH BRUSH and POWDER
SPARE PARTS FOR EQUIPMENT
and many other items!

They've been used for items ranging from aspirin to hardware including watch parts and sports accessories. They'll serve a *double* purpose in re-use for cigarettes, matches, thread-and-thimble or band-aids.

AND, they'll stand the abuse of pack or pocket in camp or field, with moisture-resistant protection.

Write for further information!



CELLUPLASTIC CORPORATION

50 Avenue L,

Newark, N. J.



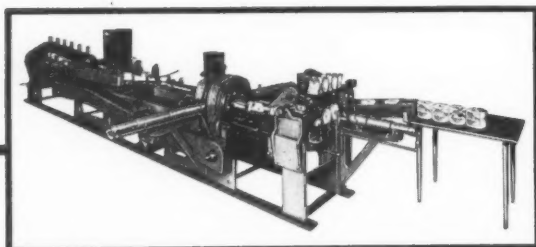
CASH IN ON YOUR NATIONAL ADVERTISING!

Put a counter or floor merchandiser to work for you at the point-of-sale. Give your advertising a chance to pay out the way it should. Crystal Displays are making advertising pay out for others. Why not for you, too?

Let us work with you. Our big, illustrated, 56 page book, "DISPLAY IDEAS" is FREE. Write for it today. — on your letterhead, please.

CRYSTAL MANUFACTURING COMPANY
1725 DIVERSEY BLVD., CHICAGO
REPRESENTATIVES IN PRINCIPAL CITIES

WRAPPING MACHINE



NEW HIGH-SPEED MACHINE FOR WRAPPING EITHER SQUARE OR IRREGULAR SHAPED PACKAGES

Fully automatic, this rotary-type wrapping machine is capable of the highest possible speed production.

No cams, no reciprocating movements. Wrappers are fed from continuous roll.

Send us your wrapping problems.

HUDSON-SHARP
MACHINE CO • GREEN BAY • WIS

against vapour. Wooden boxes, grease-proof boxes and cardboard give 50 per cent protection and ordinary paper or cloth from 10 per cent to 25 per cent.

Then, there is the important problem of treating water to avoid contamination not only from gas but also from bacteria. One of the best methods is sterilisation by the addition of chlorine, either gaseous chlorine or compounds having "available" chlorine. Examples are the hypochlorites of sodium or calcium.

Finally, there is the question of packing foods in bulk quantities for supplying to A. R. P. shelters, works canteens and other large centres, especially under raid conditions. Ease of transport and simplicity of handling are the main essentials. Thus, we have seen the introduction of a number of new mobile canteens, some of which can supply meals to 200 or 300 workers in a short time. Indeed, one type, supplied by the Easiwork Co., Ltd., served 3,000 meals during a recent Liverpool blitz. In London, 1,500 snacks were served in 12 hours. This firm also supplies an insulated heat storage food container which will keep soups, stews or vegetables hot for 8 hours, or brew 5 gallons of tea and keep it at serving temperature for 6 hours. The tea infuser can be replaced by ice or dry ice containers which will keep contents cold for 6 hours. Another firm, Frank V. Magrini, Ltd., make special hot food conveyors and boxes of rustless metal lining complete with perforated tea infusers. The outer casing is of tinned steel finished with cream enamelling and it is insulated with reggranulated cork. These are fitted with chromium plated draw-off taps and two side drop-down carrying handles. One other variation is the supply of special pressure casseroles or self-contained cookers capable of providing from 15 to 20 appetising meals in one-sixth of the usual time. This talk of insulated heat urns, etc., may appear odd, but when you bear in mind that these are now manufactured in thousands, for supplying all civil defence outposts, public shelters, etc., with them you will appreciate their importance as part of food.

My advice to American firms in regard to food problems in wartime, is this: consider carefully which types of packaging materials are likely to be in good supply, even in the event of war. If your product is at present packed in a material which is likely to be requisitioned in wartime, for instance, tin, then start looking round for an effective substitute *now*. Even if you think supplies will be adequate, it is still just as wise to know of a substitute. And remember, in choosing a substitute, that most of the packaging materials you might think suitable will also probably be in short supply! You are, however, probably more plentifully supplied than we are in such things as the various plastics ingredients and paper and board. As there are so many problems affecting food packaging, such as the questions of whether packaging materials will have any chemical action on the food, whether the materials are damp and heat proof, and so on, I do urge you to tackle all these problems *now*.

*Identified by
this Crimped end*

HUMITUBE

TRADE MARK REG.

THE ORIGINAL READY-MADE,
CRIMP BOTTOM POUCHES

MADE OF

Cellophane

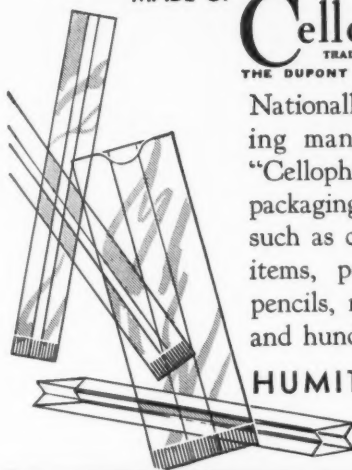
TRADE MARK
THE DUPONT CELLULOSE FILM

Nationally known as the leading manufacturer of small "Cellophane" containers for packaging light weight articles such as candy, cigars, carded items, pocket knives, pens, pencils, nut meats, fish lures and hundreds of other items.

HUMITUBE MFG. CO.

Converters of
"Cellophane"

PEORIA, ILLINOIS



YOU'LL LIKE THE BISMARCK

It's not an overcrowded convention hotel . . . it's not a salesman's showroom . . . it's just a congenial, convenient place to stay in Chicago and meet your friends undisturbed. You'll like the good food in the Walnut Room and the five other air-cooled dining rooms.

You'll like the pleasant rooms with every convenience for your comfort.

Then, too, the Bismarck is so handy to everything in the loop.

Write for free illustrated folder listing coming games, shows, concerts, special events.

OTTO K. EITEL, MNG. DIR.

BISMARCK

**HOTEL
CHICAGO**

RANDOLPH

AT LA SALLE

Special rooms for sales conferences, meetings and banquets.

We invite correspondence from business officials.

Let us show you how we can help you.



**DOES YOUR PACKAGE OR
YOUR PRODUCT REQUIRE
A SPECIAL ADHESIVE?**

- A UPACO chemist will find it for you. He'll create a formula to your needs and do it quickly and efficiently. Or, he will show you how to adapt a standard formula to your requirements.

- In any case, you'll get an adhesive to do the job and do it well. An adhesive that will be economical to use and that will adhere under the conditions you've set.

*It costs no more to have the best—and
the best is none too good for your package!*

UNION PASTE CO.

1605 HYDE PARK AVE., HYDE PARK, MASS.

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MODERN PACKAGING

BRESKIN PUBLISHING CORPORATION—Chanin Building—122 E. 42nd St., New York, N. Y.

Life Line

Beyond comparison, most vital of all materials is food. With food men are able to face immense tasks. Without it, great nations can be humbled and defeated. Man has yet to discover a substitute for food.

To keep America strong, food must continue to move regularly to market. The great food industries of the Mid-West are working day and night to make this possible.

Over a period of 34 years we have grown and prospered with many of these concerns. Today hundreds of food products are packed in Michigan Cartons. Food manufacturers specify Michigan Cartons because they give all the extras . . . in colorful sales appeal . . . in protection . . . in fidelity to rigid specifications.

As we see it this is our job. To cooperate to the full extent of our resources with food manufacturers in keeping the life line moving — an uninterrupted flow of foods to market.



MICHIGAN CARTON CO.

BATTLE CREEK, MICHIGAN

Manufacturers of Boxboard • Folding Cartons • Folding Displays

SEE FOR YOURSELF why these Michigan Cartons are so popular! Send us your product as now packed. Without cost or obligation we will repack it in a sturdy Michigan Carton and return it to you with all the facts you require.

**"IT'S BEETLE*
AND BETTER!"**



"HERE'S WHY—

This Beetle 'cup-cap' on my new Thermos Bottle is better than the aluminum cup I used to have. It keeps a hot drink hot and a cold drink cold—the way a fellow wants them—and makes them easier to handle, too."

You said a mouthful, Mister! Beetle is doing a lot of packaging and closure jobs—not only *better*, but *its use is releasing metals needed* for defense production.

**FOR BEETLE IS—INSULATING • ODORLESS • TASTELESS
SANITARY • STRONG • LIGHT IN WEIGHT • DURABLE • COLORFUL**

For details on how to use Beetle for better results, write . . .



AMERICAN CYANAMID COMPANY

Plastics Division

34 ROCKEFELLER PLAZA • NEW YORK, N. Y.

*Trademark of American Cyanamid Company applied to urea products manufactured by it.

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and Thermos Bottle are
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Workman's Kit manufac-
tured by The American
Thermos Bottle Company.



Beetle THE PLASTIC THAT'S ALL
COLOR—IN ALL COLORS